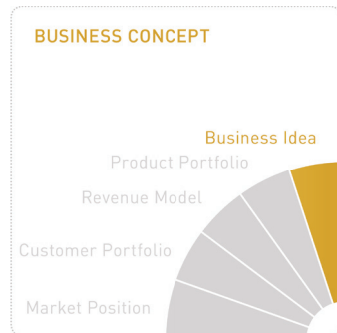


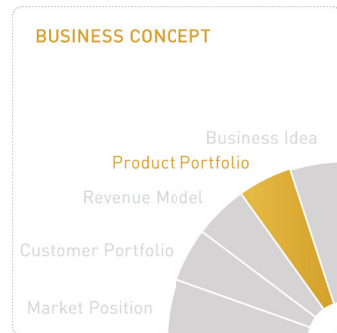
# Get a 360° Perspective and do First Things First

## Create an Attractive Business Concept



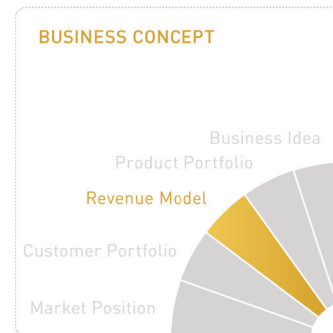
**Business Idea**  
Make your idea clear to you and the customers

This Focus Area deals with the **mission** of your company, the **vision** of what it could become, the **story** of how it came to be, and your **ambitions** for where the company is going.



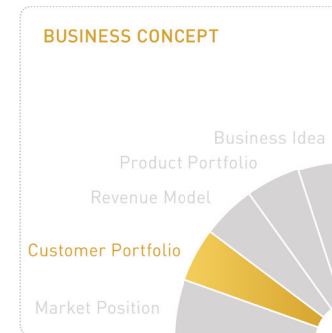
**Product Portfolio**  
Design and develop products

This Focus Area helps deciding what **combination of products** you should have in your assortment, decisions on the **product design** and **value proposition**, and the future **product development**.



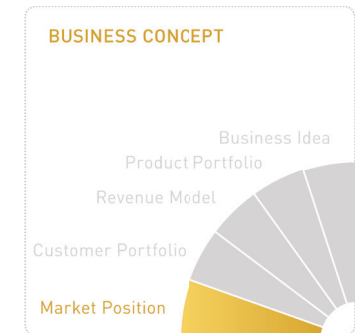
**Revenue Model**  
Select the most fitting sources of revenue

This Focus Area deals with selecting revenue sources, deciding **price points**, setting various **price plans** and **discounts** for your products, as well as making **policies** for future **price increases**.



**Customer Portfolio**  
Focus on the right customers

This Focus Area is about selecting which **customer segments** to serve, prioritization of **key customers**, **generating leads**, **customizing** your products, **communicating** to various segments, and looking at the **customer persona**.



**Market Position**  
Position your company in the market

This Focus Area centres in your relations with **market players**, collecting **market information**, improving the company's **competitive position**, and exploring new **market trends**.