

STARTING THE INNOVATION JOURNEY

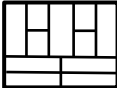
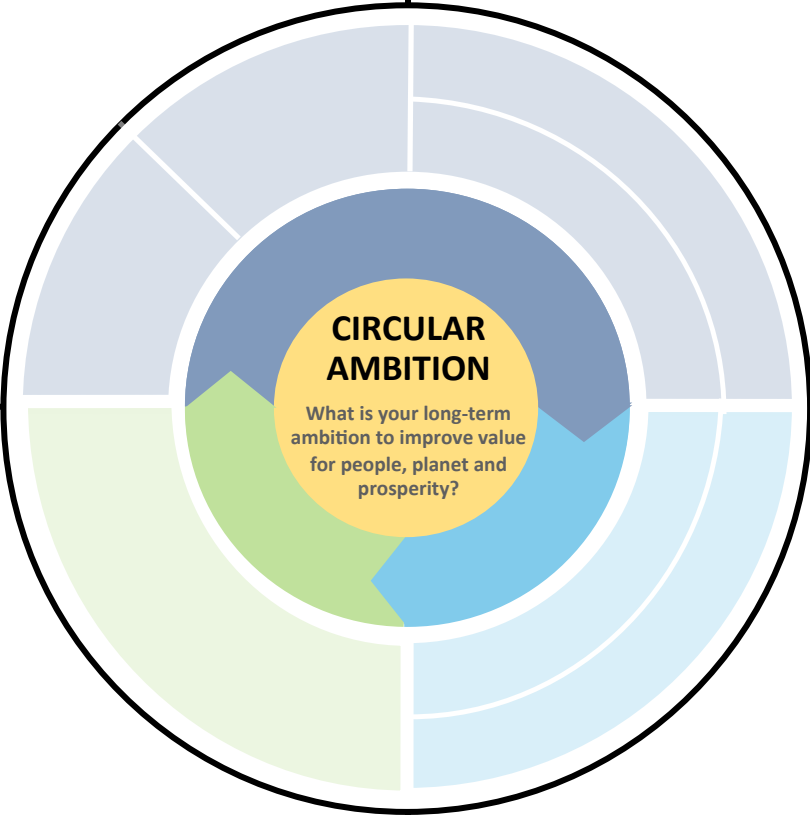
SPONSOR / KEY SUPPORTERS

Who are the crucial people to drive this transformation?



KEY GOALS

What are your main objectives in the short term for this journey?



KEY STRENGTHS

What do you believe are the top strengths within your current business model?



KEY OPPORTUNITIES

What do you think are your top potential opportunities within your current context?