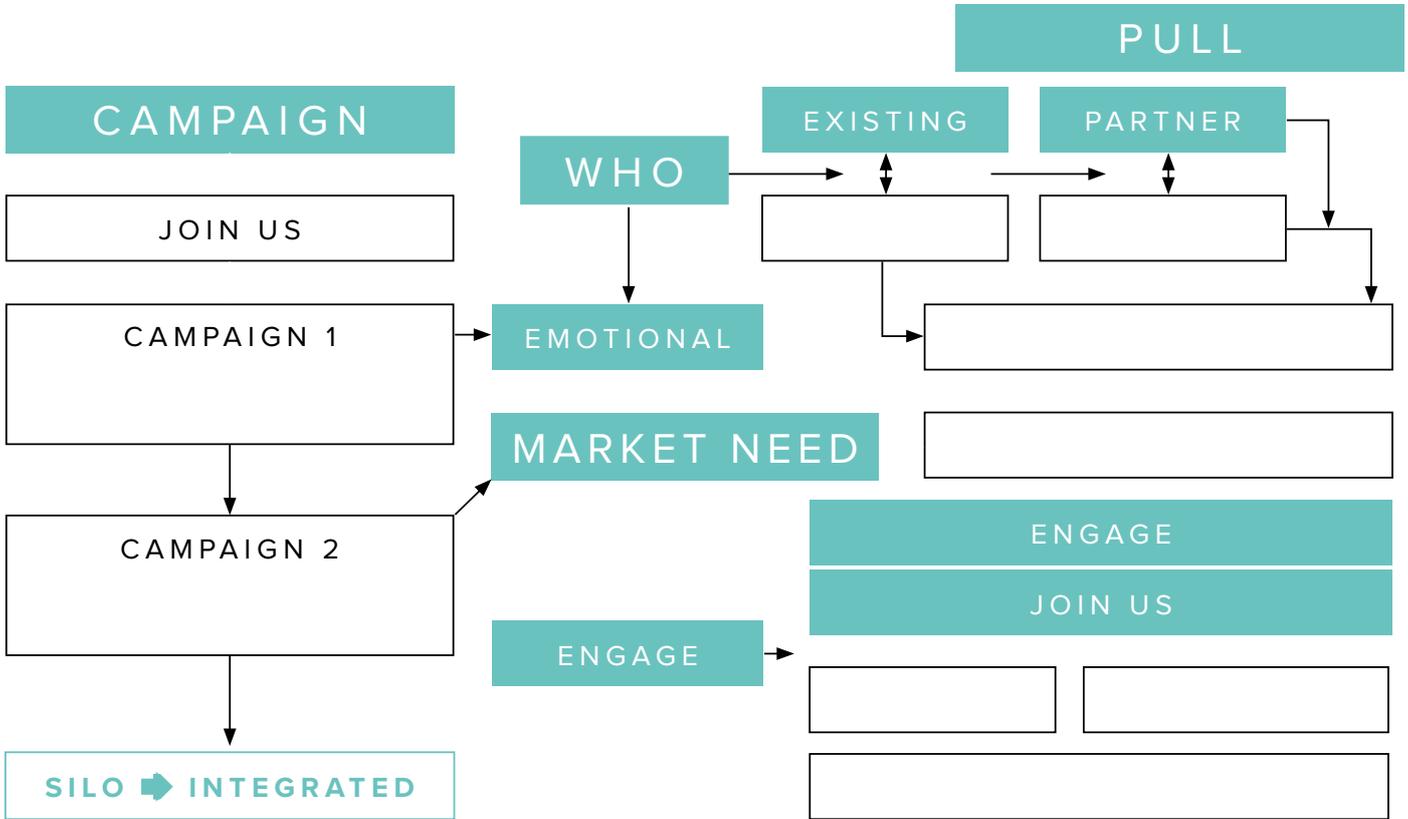




INNOVATION

YOUR BUSINESS - PAGE 1 OF 2



BRAND LED NOT SALES LED

INNOVATE <

PRODUCT

PRICING

WHAT INDUSTRY SHIFT? 3%

WHAT ARE YOU INFLUENCING? 15%

WHAT ARE YOU TRI?

		PRODUCT
REVENUE MODEL	A	
	L	
	S	

		NEW TRADING ECONOMY	PRICING
BUNDLE PRICING			



INNOVATION

YOUR BUSINESS - PAGE 2 OF 2

WHO COULD I BE TALKING TO - TOMORROW?

Create 3 personas

NEW GENERATION

CORE

INFLUENCER

PARTNERS

Who could I be talking to - tomorrow?

Create 3 personas

INFLUENCER

NETWORK

KNOWN