

Business objective and landscape canvas



Made by:

Date:

Demographic trends

Consider the target markets we are trying to reach, and what demographic changes have been observed?

Stakeholders

Who are key internal and external stakeholders, customers, units, partners etc?

What is our business objective?

Business problem, need opportunity

1

2

3

Competition

Who is our competition and what business intelligence do we have on them – don't forget startups!

Why is it important?

Fit to the strategy

1

2

3

1

Rules and regulation

What regulation and potential regulatory changes are affecting the chance of our success?

2