

Two starting points - one purpose

a) Your potential (Resources, Processes)

interesting Primary Resources					
Products	Business Means	Documents	Know-How	Rights	Finance
RP1	RB1	RD1	RK1	RR1	RF1
RP2	RB2	RD2	RK2	RR2	RF2
RP3	RB3	RD3	RK3	RR3	RF3
RP4	RB4	RD4	RK4	RR4	RF4
RP5	RB5	RD5	RK5	RR5	RF5
RP6	RB6	RD6	RK6	RR6	RF6
RP7	RB7	RD7	RK7	RR7	RF7
RP8	RB8	RD8	RK8	RR8	RF8
RP9	RB9	RD9	RK9	RR9	RF9
RP10					
interesting processes					
Marketing & Sales	Techniques (R & D)	Fabrication & Procurement	Quality & Environment	Personnel & Services	Logistics & Finance
PP11					
PP12	PM1	PT1	PF1	PQ1	PL1
PP13	PM2	PT2	PF2	PQ2	PL2
PP14	PM3	PT3	PF3	PQ3	PL3
PP15	PM4	PT4	PF4	PQ4	PL4
PP16	PM5	PT5	PF5	PQ5	PL5
PP17	PM6	PT6	PF6	PQ6	PL6
PP18	PM7	PT7	PF7	PQ7	PL7
PP19	PM8	PT8	PF8	PQ8	PL8
PP20	PM9	PT9	PF9	PQ9	PL9
PP21	PM10	PT10	PF10	PQ10	PL10
PP22	PM11	PT11	PF11	PQ11	PL11
PP23	PM12	PT12	PF12	PQ12	PL12
PP24	PM13	PT13	PF13	PQ13	PL13
PP25	PM14	PT14	PF14	PQ14	PL14
PP26	PM15	PT15	PF15	PQ15	PL15
PP27	PM16	PT16	PF16	PQ16	PL16
PP28	PM17	PT17	PF17	PQ17	PL17

b) Potential customer demand (Resources, Processes)

Customer needs Primary Resources					
Products	Business Means	Documents	Know-How	Rights	Finance
RP1	RB1	RD1	RK1	RR1	RF1
RP2	RB2	RD2	RK2	RR2	RF2
RP3	RB3	RD3	RK3	RR3	RF3
RP4	RB4	RD4	RK4	RR4	RF4
RP5	RB5	RD5	RK5	RR5	RF5
RP6	RB6	RD6	RK6	RR6	RF6
RP7	RB7	RD7	RK7	RR7	RF7
RP8	RB8	RD8	RK8	RR8	RF8
RP9	RB9	RD9	RK9	RR9	RF9
RP10					
Customer needs processes					
Marketing & Sales	Techniques (R & D)	Fabrication & Procurement	Quality & Environment	Personnel & Services	Logistics & Finance
PP11					
PP12	PM1	PT1	PF1	PQ1	PL1
PP13	PM2	PT2	PF2	PQ2	PL2
PP14	PM3	PT3	PF3	PQ3	PL3
PP15	PM4	PT4	PF4	PQ4	PL4
PP16	PM5	PT5	PF5	PQ5	PL5
PP17	PM6	PT6	PF6	PQ6	PL6
PP18	PM7	PT7	PF7	PQ7	PL7
PP19	PM8	PT8	PF8	PQ8	PL8
PP20	PM9	PT9	PF9	PQ9	PL9
PP21	PM10	PT10	PF10	PQ10	PL10
PP22	PM11	PT11	PF11	PQ11	PL11
PP23	PM12	PT12	PF12	PQ12	PL12
PP24	PM13	PT13	PF13	PQ13	PL13
PP25	PM14	PT14	PF14	PQ14	PL14
PP26	PM15	PT15	PF15	PQ15	PL15
PP27	PM16	PT16	PF16	PQ16	PL16
PP28	PM17	PT17	PF17	PQ17	PL17

potential Offerings			official Offerings		Customers (Segments)	
Products (delivering)	Services	Rights				
L1	D1	B1	A1		K1	
L2	D2	B2	A2		K2	
L3	D3	B3	A3		K3	
L4	D4	B4	A4		K4	
L5	D5	B5	A5		K5	
L6	D6	B6	A6		K6	
L7	D7	B7	A7		K7	
L8	D8	B8	A8		K8	
L9	D9	B9	A9		K9	
L10	D10	B10	A10		K10	
L11	D11	B11	A11		K11	
L12	D12	B12	A12		K12	
L13	D13	B13	A13		K13	
L14	D14	B14	A14		K14	
L15	D15	B15	A15		K15	
L16	D16	B16	A16		K16	
L17	D17	B17	A17		K17	

c) Your Opportunities