Topic: Team:					Date:	
Step 2 Clarify current state	Now	Short term Me	edium term	Long term	Step 1 De opportunity so	efine future value When?
Market Trends & drivers? Regulation? Standards? Policy? Competing firms & technologies? Customers?	ared Ito vision)	Step 3b  Map market, business and commerce context  Value context? Early / niche opportunities?	Step 4 Consider alternative paths / options  Stepping stones / Demonstrators / Decision points What? To whom? Wher? How? Where? Why?		Market Trends & drivers? Regulation Standards Policy? Competing firms & technolo Customer	Quantify g \$ ogies?
Application Business strategy? Products? Services?  Who? Where?  Sales & marketing? Support for customers? Distribution and logistics?	helchallenge – where are we now? (compared Us? State-of-the-art?	Value capture? Business models?  Step 3a  Stepping			Application Business strategy? Products? Services?  What  Sales & marketing Support for customers Distribution and logistics?	Application functionality, performance and format
Capabilities Technology? Design? Production? Business processes? Supply? Finance? Skills? Other resources?		Value creation? IP? Funding? Partnerships? Functionality? Performance?  Step 3c Map technology, finance, resource a opportunities and context  value creation?	i	Step 5 Elaborate: a) Assumptions, Uncertainties, Risks, Knowledge gaps, Enablers & Barriers b) Strategic sub-themes / layers ('unpack' core path for Step 3; cluster / organise for Step 4) c) Quantify nodes \$\$\$ (ranges) Estimate confidence levels	Capabiliti Technolog Design? Production Business processes Supply? Finance? Skills? Other resources	Sub-system performance requirements  How?