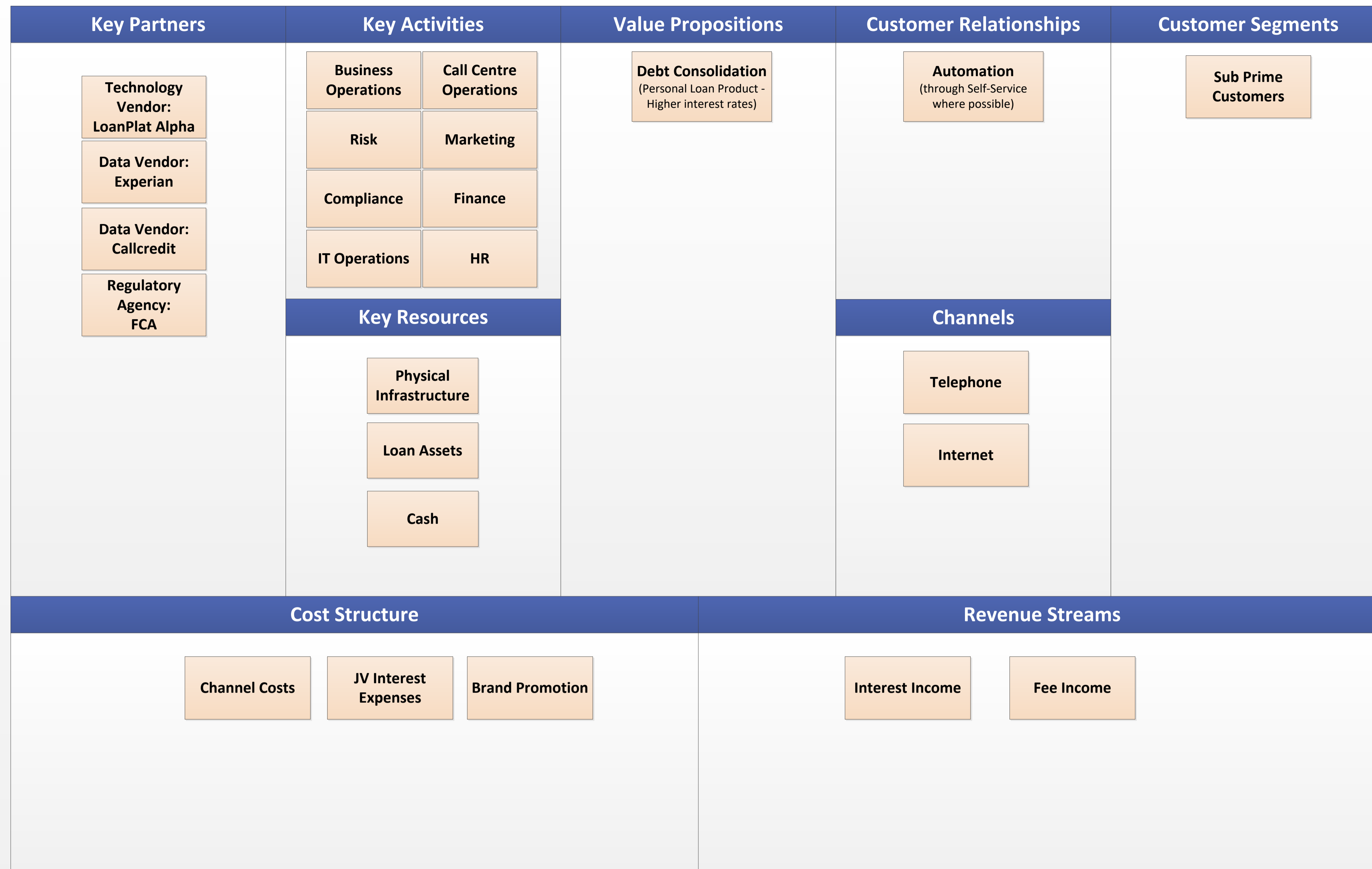


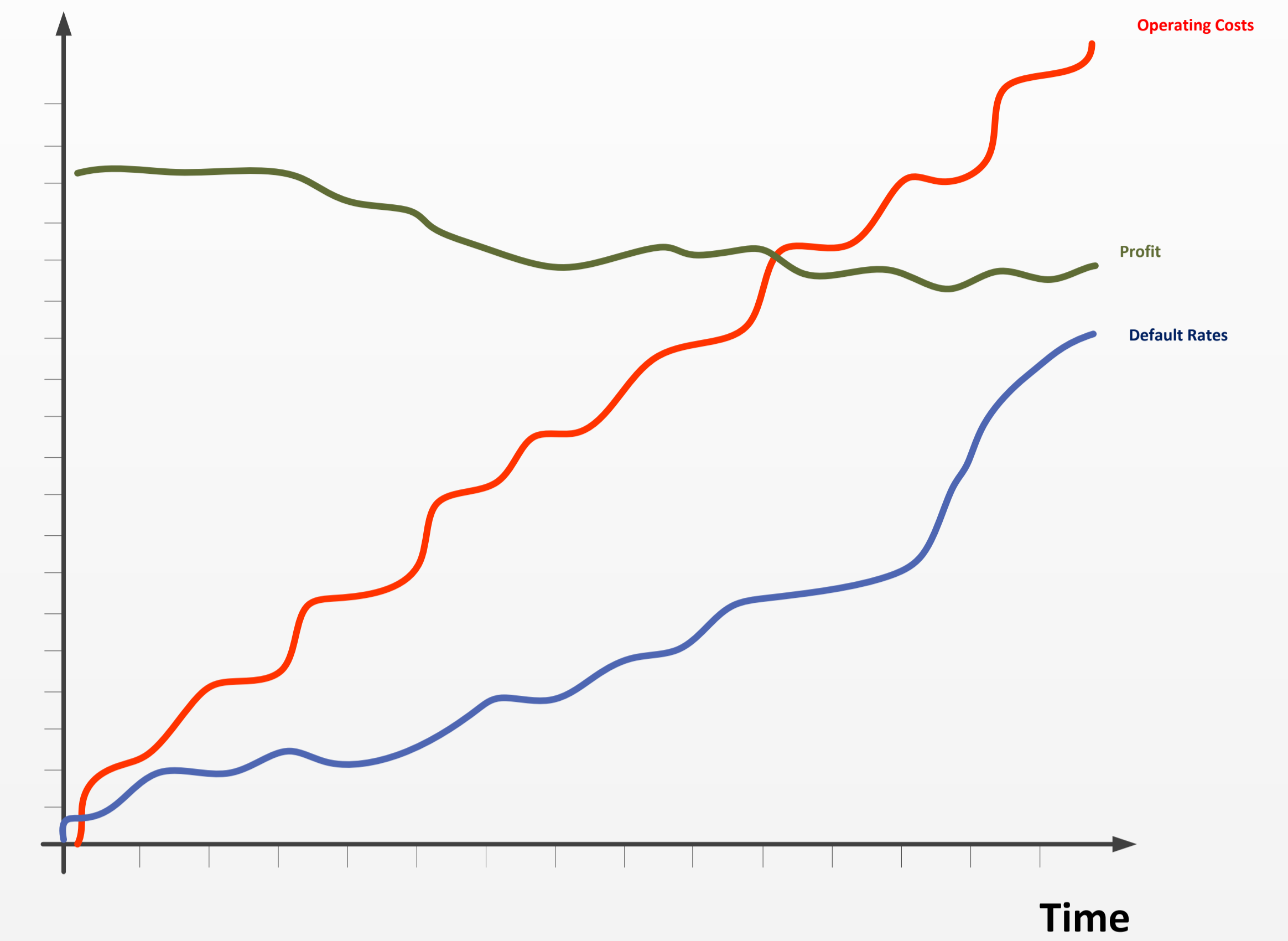
Business Model Canvas Example:



Insight Data Example:

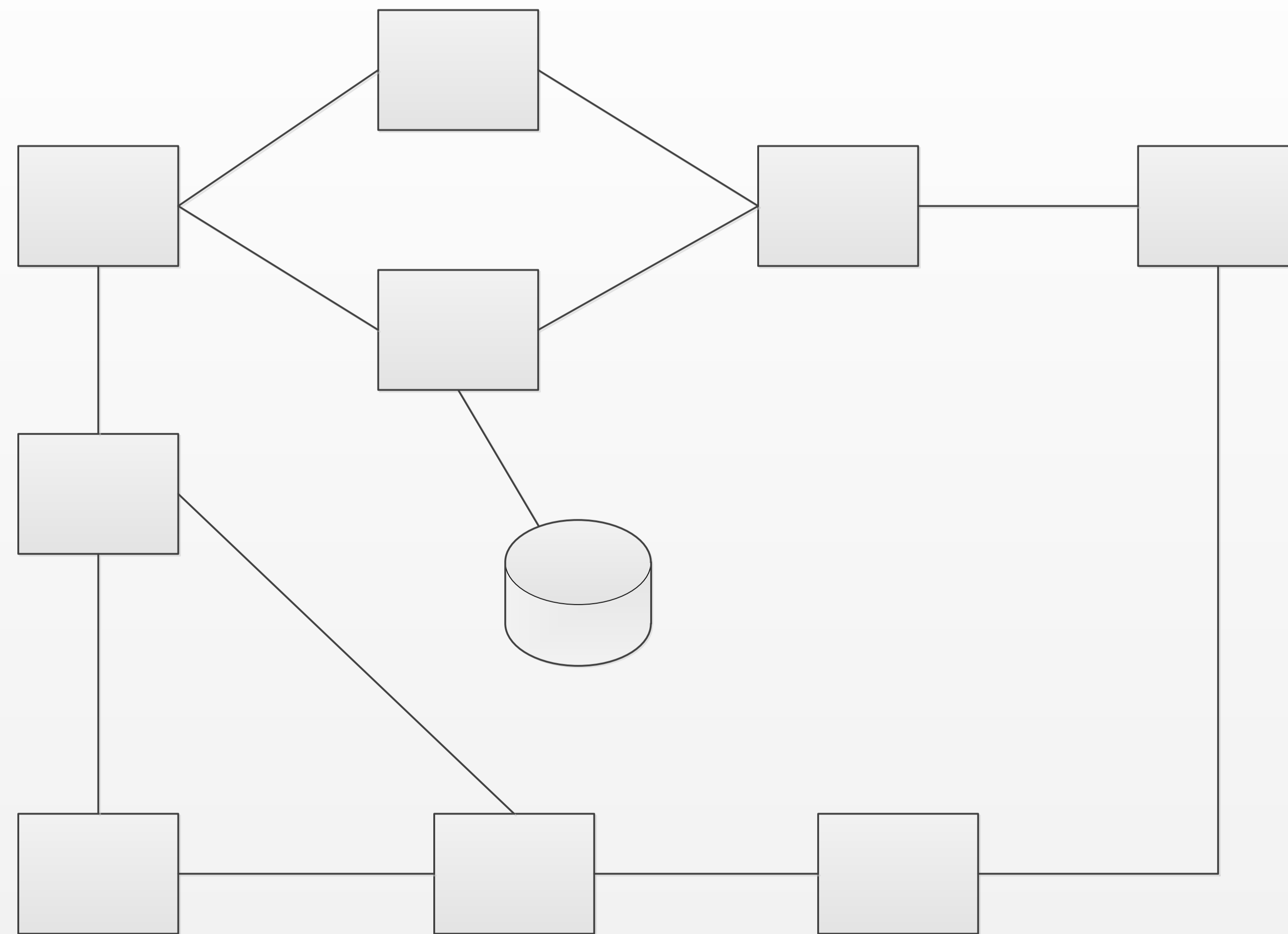


External Insight (PESTLE, Competitor Analysis, Industry Insight, etc.)



Internal Insight (KPIs, MI, etc.)

IT Estate Example:



Customer Insight Example: (Segmentation, Personas, etc.)

