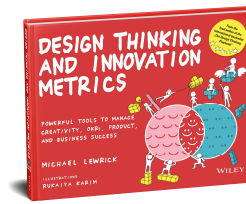


SCALE AND GROWTH CANVAS



Quick guide: The canvas contains the most important questions that are critical for future scale and growth. Consideration can go so far as to work out how one's business model could be disrupted to achieve greater leverage from existing components, capabilities and network connections.

More tips & tricks on book page: 144



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Leverage Capabilities of Partners or Ecosystem Actors  <i>Which partners help to drive efficiency, innovate, provide relevant data, or accelerate the market opportunity?</i> 7	Scalable Processes, IT, Data Analytics  <i>What activities are necessary to align the processes, the IT and analytics with the requirements and growth?</i> 5	Expansion of the Value Proposition  <i>What other needs and customer problems can be addressed/ solved?</i> 2	Building The Customer Base and Community  <i>Which mechanisms and methods are used to increase the number of customers, interactions and ties to the system?</i> 3	Solving Problems of Many  <i>How are new needs and target groups dealt with?</i> 1
Ecosystem Culture and Network Effects  <i>How can cross-company collaboration be realized with the team-of-teams idea?</i> 6			Leverage of Digital, Physical And Hybrid Touchpoints  <i>Which channels are needed?</i> 4	
Optimized Cost Structure  <i>How can the cost of user acquisition be kept lower than that of the lifetime value generated, for example?</i> 8		Expanded Value Streams  <i>What new value streams are rewarded by the customer?</i>		