

THE UNITE ASSESSMENT OF STRATEGIC MOVES

	HORIZON 1 Improve		HORIZON 2 Transform		HORIZON 3 (Radically) innovate	
BUSINESS MODEL DOMAINS	Current Core Business Model	1-step move	2-step move	3-step move	Full diversification	
VALUE MODEL	No change to the as-is Business Model	Limited changes to one or max 2 Business Model Areas	Major change to one or max. 2 areas	Complete change to one area	Complete change to more than one area	
SERVICE MODEL						
EXPERIENCE MODEL						
OPERATING MODEL						
REVENUE MODEL						
COST MODEL						
LowEconomic distance from coreHigh › Limited change = less risk › Existing customer groups › Increased unknowns = higher risk › New customer groups						