

THE UNITE BUSINESS INTENTIONS

Exploit new opportunities based on newly available technologies (such as Virtual Reality, Augmented Reality, Blockchain or Artificial Intelligence)?

Diversify to spread risk?

Create a stock of innovations that you can quickly deploy when you face competition from new entrants or other external factors?

Reduce innovation risk?

Future-proof your organization?

Attack a related space for which you have a massive vision?

Recreate your existing Value Proposition for the digital age?

Internationalize with a digitally-enabled model?

Disrupt your commercial chain to create a direct relationship with customers, i.e., convert B2B2C to B2C?

Digitalize your sales channels?

Leverage your existing Customer Value Proposition with the creation of adjacent products?

Enhance an existing product with an additional service proposition?

Disrupt yourself before someone else does?

So what is your intention?

