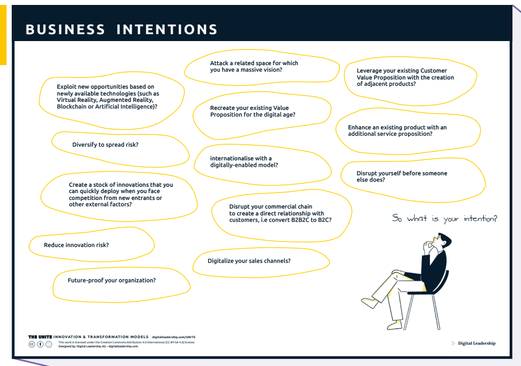
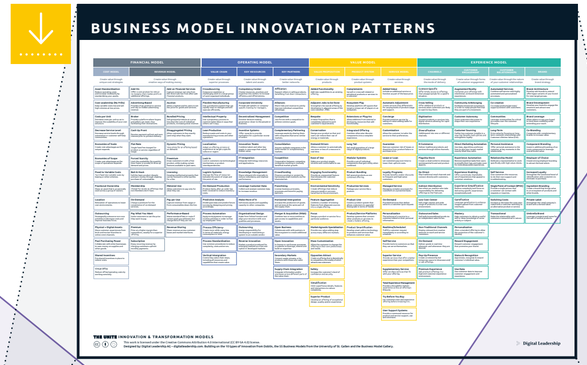
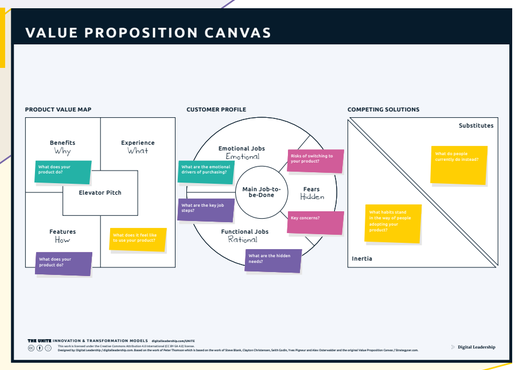
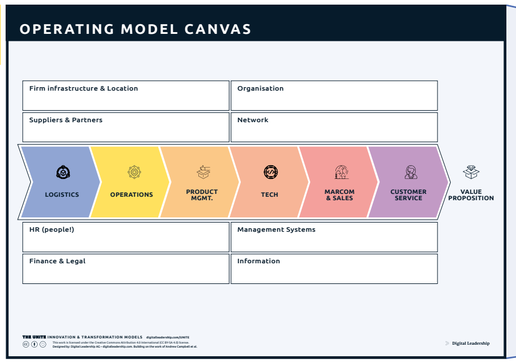
THE UNITE BUSINESS MODEL FRAMEWORK – overview of key related models



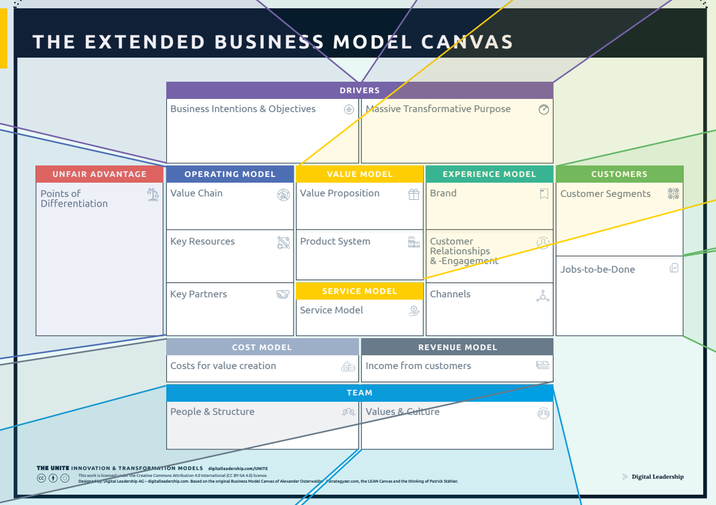


› Massive Transformative Purpose

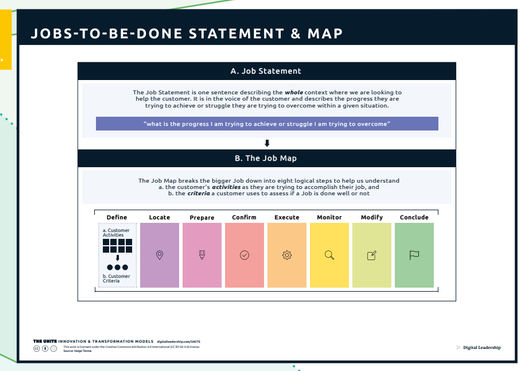




EMERGING TRENDS

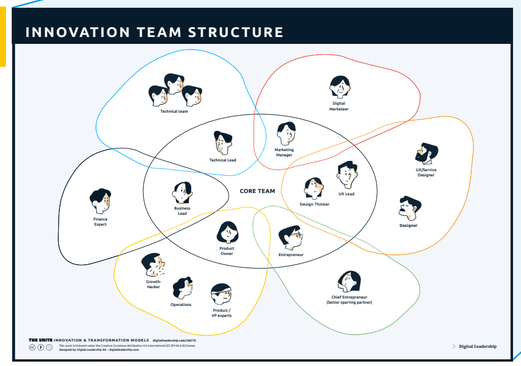


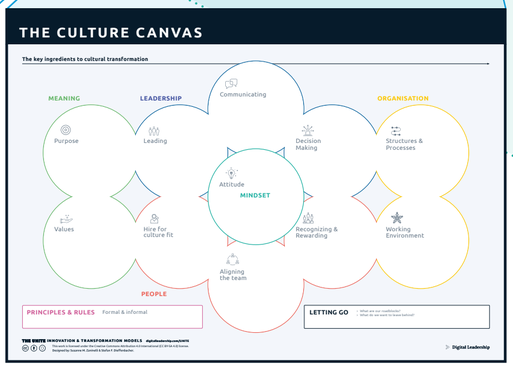
› Data-driven Personas

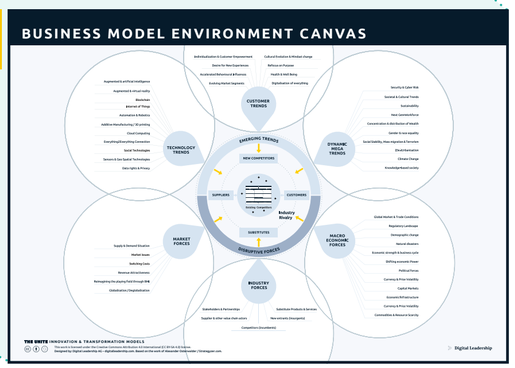


› Learning & Growth Metrics
› Later Business Case

DISRUPTIVE FORCES







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