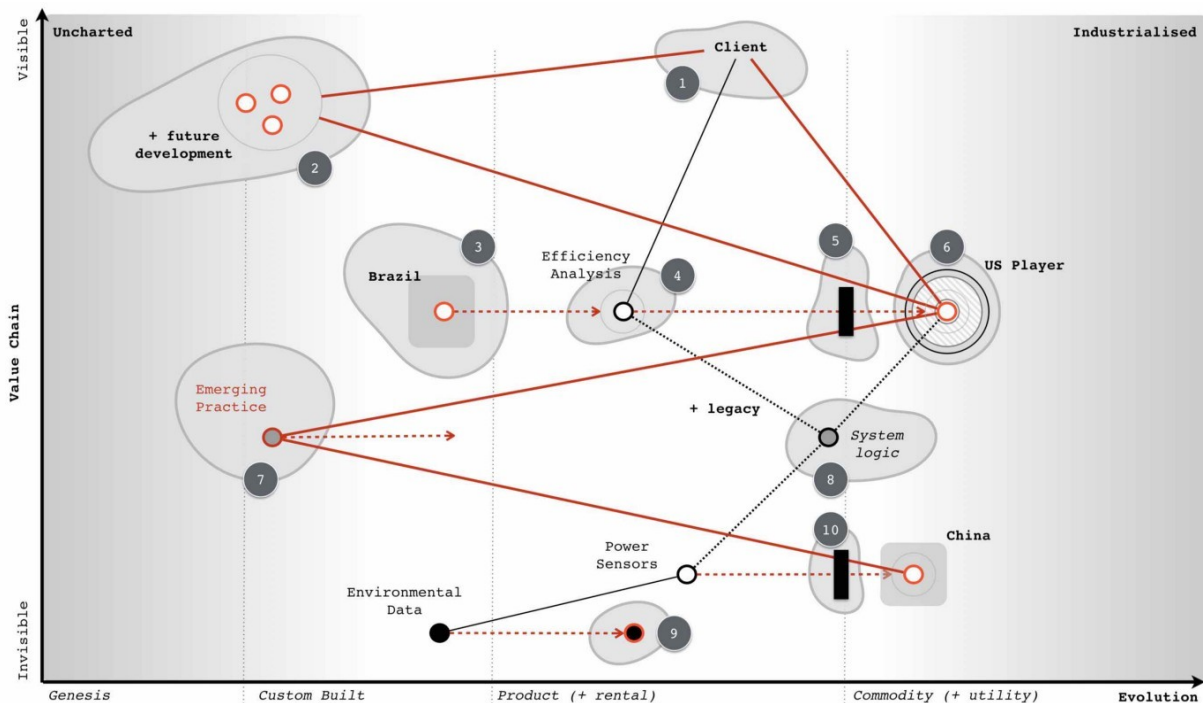


the obvious wheres on our map ignoring the more wishful thinking such as “*buy up the Chinese sensor manufacturer*”.

Figure 183 — the wheres



1. focus on marketing towards our users.
2. develop new and uncertain capabilities.
3. exploit the Brazil market
4. sell the company
5. exploit inertia in customers to the change
6. build a cloud service
7. build something with the new emerging practice