Canvas #09-1 Designed by: Mark Spencer, VP Marketing Gym Sports May 15 Date: Granhical synthesis contributes to contributes to contributes to Strategic Objective 1: Strategic Objective 2: Strategic Objective 3: target high spending customer develop personalized services segments Network effects / **ROI** learning effects For each dimension, rate the strength of your project from 1 to 4

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Organisation readiness

Differentiating

Time to market