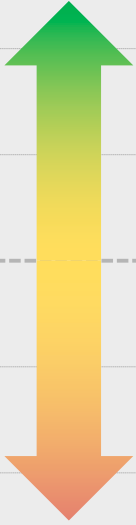


ADVANTAGE



DISADVANTAGE

VALUE PROPOSITIONS
(Factors of Competition)

MARKET PLAYERS

CONCLUSIONS

UNIQUE SELLING PROPOSITION

USP

ENG



PLATFORM USP v5.0



Part of the Platform Innovation Kit - the toolset for the platform generation
Download at www.platforminnovationkit.com
Created by fastbreak one
Inspired by the "Strategy Canvas" from the Blue Ocean Strategy book

TITLE

