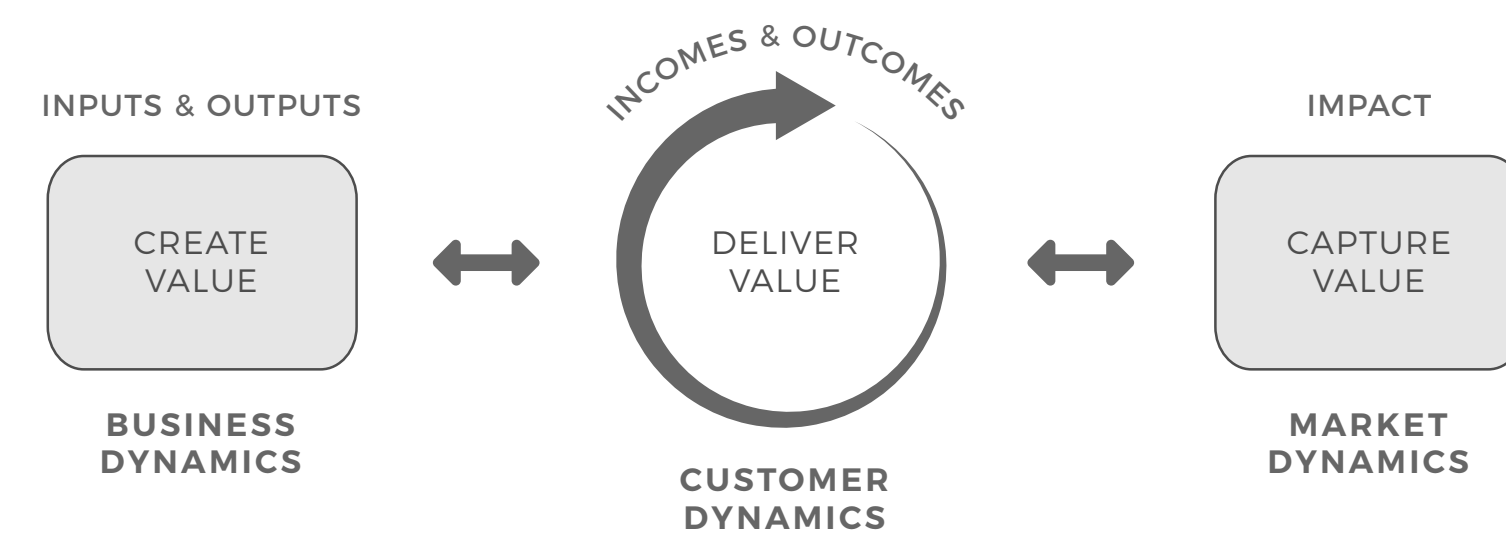


ROUNDMAP™ SCOPE:

To explain the scope of the ROUNDMAP we prefer to use Porter's Generic Value Chain formula: Value Created + Captured -/- Cost of Creating that Value = Margin.

ROUNDMAP focuses on the Customer Dynamics and the firm's revenue model.



SHORT DESCRIPTION

For a long time, product centricity was the only known business model. Since the beginning of the 21st-century ICT and the world wide web in particular has been offering companies the opportunity to shift to customer-centric business

models. Recently, enabled by social and digital technology, new business models have started to appear. These as-a-service models are appealing more and more to both the connected as well as the conscious global citizens.

ROUNDMAP™ STRATEGIC PLAYBOOK © 2019 CROSS-SILO.COM ALL RIGHTS RESERVED	DEVELOPMENT DYNAMICS	POSITIONING DYNAMICS	LEVERAGE DYNAMICS	CHAIN DYNAMICS	VALUE POSITION DYNAMICS	OPERATING DYNAMICS	EXTENSION DYNAMICS	MARKETING DYNAMICS	EXPERIENCE DYNAMICS	CAPTURE DYNAMICS	EQUITY DYNAMICS
PRODUCT CENTRICITY	PRODUCT DEVELOPMENT	COMPETITIVE ADVANTAGE	ECONOMY OF SCALE	SUPPLY CHAIN	PRODUCT LEADERSHIP	DEMAND GENERATION	PRODUCT LIFECYCLE	CAMPAIGN BASED	BRAND EXPERIENCE	SHARE OF MARKET	RETURN ON PRODUCT
CUSTOMER CENTRICITY	CUSTOMER DEVELOPMENT	COMPARATIVE ADVANTAGE™	ECONOMY OF SALE™	VALUE CHAIN	CUSTOMER INTIMACY	DEMAND FULFILLMENT	CUSTOMER LIFECYCLE	ACCOUNT BASED	CUSTOMER EXPERIENCE	SHARE OF WALLET	RETURN ON CUSTOMER
RESOURCE CENTRICITY™	RESOURCE ¹ DEVELOPMENT	COMPOSITIVE ADVANTAGE™	ECONOMY OF USE™	SERVICE CHAIN	OPERATIONAL EXCELLENCE	SUPPLY SYNDICATION™	RESOURCE ¹ LIFECYCLE	EXPERIENCE BASED	USER EXPERIENCE	SHARE OF UTILIZATION™	RETURN ON RESOURCE ¹
NETWORK CENTRICITY™	PLATFORM ² DEVELOPMENT	COLLABORATIVE ADVANTAGE™	ECONOMY OF REACH™	CHAIN NETWORK	NETWORK ORCHESTRATION™	SUPPLY AGGREGATION™	PLATFORM ² LIFECYCLE	WORD-OF-MOUTH BASED	SHARED EXPERIENCE	SHARE OF TRANSACTION™	RETURN ON PLATFORM ²
BUSINESS MODEL	BUSINESS STRATEGY							EXECUTION		PERFORMANCE	

(¹) A resource is any asset (aid, capability, device, facility, platform, product, property, source, etc.) that can be offered as-a-service. (²) A platform is any physical marketplace or online marketplace, or a combination of both, that aims to facilitate exchanges between interdependent groups.