

# Business Landscape REVISION

V3.1 - A0 SIZE - A canvas for monitoring and revising market characteristics and dynamics

Company | Domain

[ Company or Area Name ]

Landscape Name | Session Date

[ Identify this strategic set- if applicable ]

## Target Market



Where are our most likely potential customers?

## Factual Market Characteristics



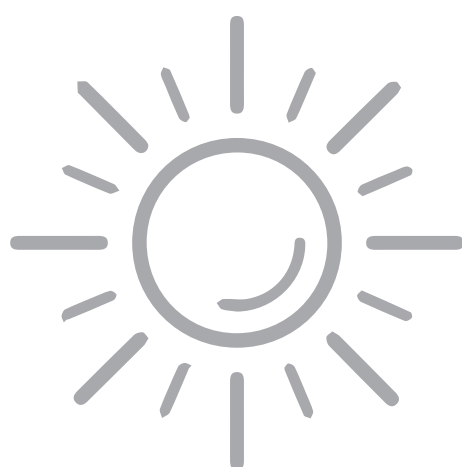
Can we describe the actual size, growth potential and defining traits of the aimed market?

## Existing Market Drivers



What are the current market factors that are influencing our industry's trajectory and dynamics?

## Guiding Aspiration



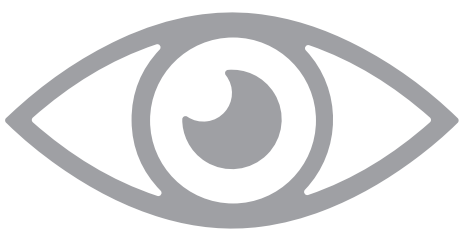
Why is this destination important for us?

## Recent Competitors' Moves



Have any of our competitors made significant strategic moves recently that could impact us?

## Aimed Destination



What is the envisioned state for the company?

## Current Market Uncertainties



What current uncertainties and doubts are impacting market dynamics?

## Current Position



What is the current strategic situation of the company?

## Our Critical Strategic Issues



What key strategic questions should we investigate/explore?