Table 4.1: The Design Inspiration Map (DIM)







Positions



Inspiration 5: **Engaging** People



Inspiration 6: Realizing Value



Success



2.1 Which dynamics shape the environment?

rules of the game?



3.1 What is key to be a competitive player?

3.2 Which

opportunities & threats

are relevant?



4.2 How do we address

market segments?

4.1 How do we satisfy



5.1 How can we develop

an innovative team?

5.2 How can we establish powerful partnerships?



6.1 How can we develop

the organization?

6.2 What is the roadmap for implementation?



7.1 How can we capture

financial value?

7.2 How can we control our objectives?



our values?

1.3 What is our promise to stakeholders?

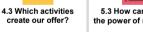


2.3 How do markets develop?



3.3 Which strengths and weaknesses are relevant?







5.3 How can we use the power of networks?



do we need?



7.3 How can we manage risks?



1.4 What are our objectives?



2.4 What are possible scenarios?



3.4 How can we improve our position?



4.4 Which key resources do we need?



5.4 How can we manage promotors / opponents?



investors?



7.4 How can we learn & get out of thinking boxes?

