

# Value Chain Innovation Scoring Canvas

THIS CANVAS IS A DISCUSSION TOOL. Every business process should be a learning process. This canvas is primarily there to guide the team through the concept of value chain innovation and how they could be affected.

1. List all the components in your value chain
2. Discuss and score your company's competitive advantage for each component
3. Discuss and score each component based on how important it is in directly impacting the customer value
4. Discuss and comment on how the component can potentially be disrupted by new technology or business models
5. Discuss and comment on how the component can potentially be disrupted by customers' new behaviour, habits, and demand patterns
6. Discuss and comments on which industries, services and technologies would be important to investigate going forward
7. Discuss and write out an imagined future scenario solving some of the challenges found

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