



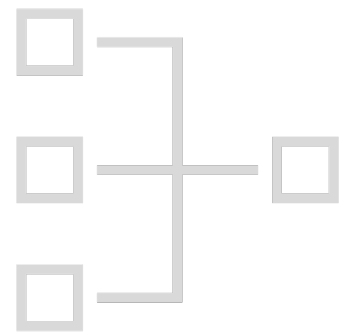
Scenario Shadowing

This canvas helps you prepare for tomorrow’s challenges by first analyzing your existing business model, then using a pre-developed future scenario (such as one created with a Large Language Model) to reflect on needed adaptations. By exploring new audiences, capabilities, and value capture opportunities, you’ll develop the foresight and agility to navigate change effectively.

1

Answer for your business area:

Note a condensed version of the status quo.



Value Proposition

(Kundenwertversprechen)

What specific customer problems or aspirations does our offering solve or fulfill, and how does it do so uniquely?

Value Targeting

(Zielgruppenausrichtung)

Who are our most important customers, and what characterizes them beyond demographics (behaviors, needs, contexts)?

Value Delivery

(Wertschöpfungsarchitektur)

Through what key activities, resources, and partnerships do we currently create and deliver value?

Value Appropriation

(Wertabschöpfungsmodell)

How do we capture value from our offerings, including revenue streams, pricing mechanisms, and cost structures?

2

Listen to the prepared future scenario

3

Against the background of the scenario:

Idea space: think wild and grasp options.



How have customer priorities shifted here, and what **new value** could we offer?

Where could we find **new audiences** or **deeper relationships** in this future?

What **capabilities** would let us thrive here, and how might we build/acquire them?

In what **unconventional ways** could we capture value in this context?

4

Mark your 3 most loved ideas