

THE PORTFOLIO MAP CANVAS (DRAFT 0.1) PDF VERSION

CUSTOMER/
ECOSYSTEM MAP

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Customer specific needs

General needs (common across the customer's peers)

CUSTOMER NEEDS

DIFFERENTIATION

COMPETITION AND SCALE

ENABLEMENT

COMPLIANCE AND EFFICIENCY

GO TO MARKET
STRATEGIES

UNIQUE GTM
STRATEGIES

SERVICE INTEGRATION
HIGH TOUCH PRESALES

BUNDLING
LOW TOUCH PRESALES

SELF SERVING, PAYG
CHANNEL, PARTNER &
ECOSYSTEM DRIVEN
DISTRIBUTION

MARKET FACING
VALUE
PROPOSITIONS:
product & services

ONE OFFS
INNOVATIONS
EXPLORATIONS

BESPOKE
&
TAILORED

PRODUCTIZED
&
BUNDLES

APIS/MODULES
DIY BUNDLING
SELF CONSUMING

ORGANIZATIONAL
ELEMENTS:

units, teams,
capabilities, assets,
components

UNIQUE CAPABILITIES
OR
ELEMENTS THAT ARE
BEING PROTOTYPED

STABLE
ELEMENTS

PARTNERS & ELEMENTS
THAT ARE HEAVILY
STANDARDIZED, THAT
ARE OR CAN BE MADE
EXTERNALLY
AVAILABLE

OPEN STANDARDS
COMMODITIES AND
UTILITIES