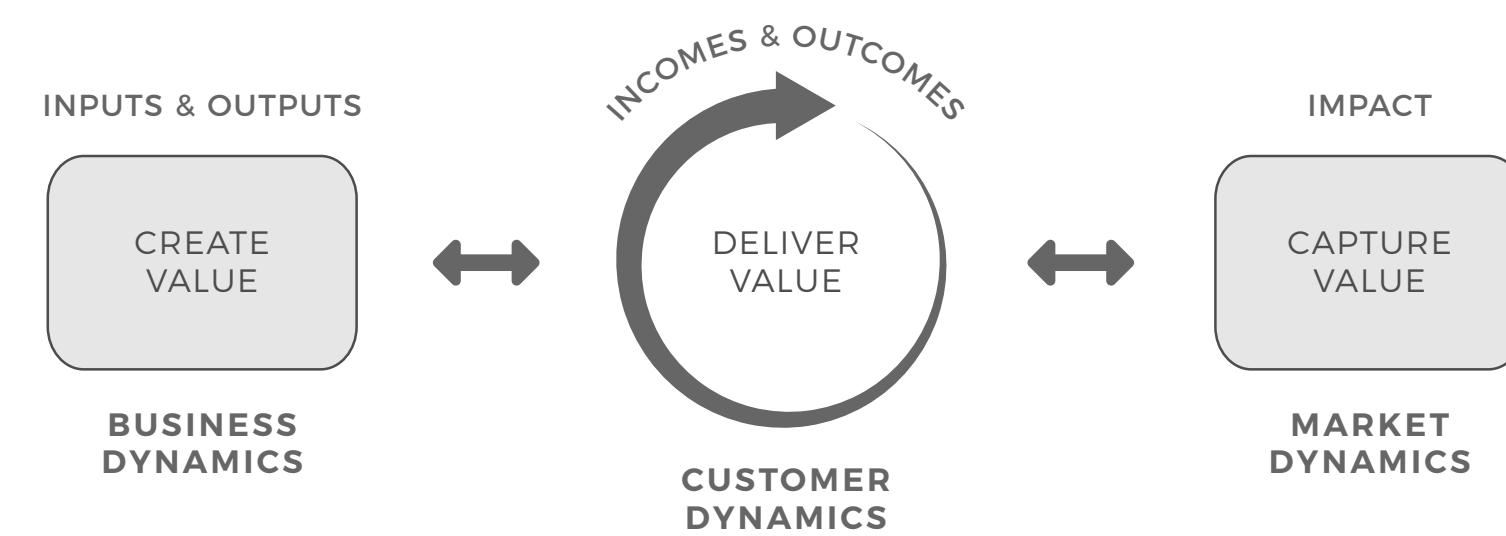


### ROUNDMAP™ SCOPE:

To explain the scope of the ROUNDMAP we prefer to use Porter's Generic Value Chain formula: Value Created + Captured -/- Cost of Creating that Value = Margin.

ROUNDMAP focuses on the Customer Dynamics and the firm's revenue model.



### SHORT DESCRIPTION

To explain the ROUNDMAP™ and its scope we've created a roadmap for Business Venture Design. Starting with a Base Plan that leads to a Game Plan which drives an Action Plan (compliant with Porter's Value Chain). The Action Plan con-

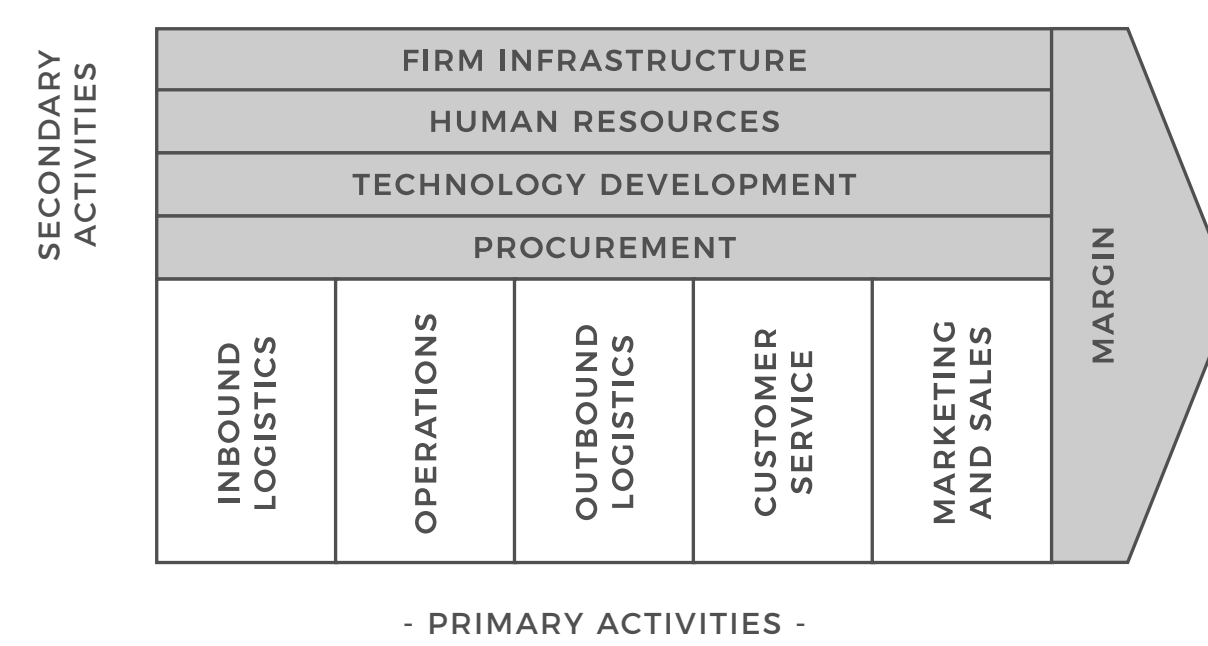
sists of three core components, represented by three 'jars' that behave like communicating vessels: what can be captured as value, minus the cost of performing the value orchestration, equals a firm's operating margin.

### What is a Value Chain?

A value chain is a business model that describes the full range of activities needed to create a product or service. For companies that produce goods, a value chain comprises the steps that involve bringing a product from conception to distribution, and everything in between—such as procuring raw materials, manufacturing functions, and marketing activities. By conducting a value-chain analysis, by evaluating the detailed procedures involved in each step of its business, companies aim to increase efficiency.

Source: <https://www.investopedia.com/terms/v/valuechain.asp>

### Michael Porter's Value Chain



### What is a Balanced Scorecard?

A balanced scorecard is a strategic management performance metric used to identify and improve various internal business functions and their resulting external outcomes. Balanced scorecards are used to measure and provide feedback to organizations. Data collection is crucial to providing quantitative results as managers and executives gather and interpret the information and use it to make better decisions for the organization.

Source: <https://www.investopedia.com/terms/b/balancedscorecard.asp>

MISSION	Creating ...					
VISION	Leading to ...					
PERSPECTIVE	PERFM.	OBJECTIVE	MEASURE	TARGET	ACTUAL	OWNER
CUSTOMER FOCUS						
INTERNAL PROCESSES						
FINANCIAL PERSPECTIVE						
LEARNINGS KNOWLEDGE						

### What is a SWOT Analysis?

SWOT (strengths, weaknesses, opportunities, and threats) analysis is a framework used to evaluate a company's competitive position and to develop strategic planning. SWOT analysis assesses internal and external factors, as well as current and future potential.

Source: <https://www.investopedia.com/terms/s/swot.asp>

