ROUNDMAP™ SCOPE:
To explain the scope of the ROUNDMAP we prefer to use Porter’s Generic Value Chain formula: Value Created - Cost of Creating that Value = Margin.

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

Since a customer lifecycle is intended to revolve and not to end abruptly upon delivery, we’ve designed the ROUNDMAP as a carousel. However, this may confuse people who are familiar with linear (funnel) arrangements. If you prefer a timeline mapping system, we’ve got you covered. Even though this could mean you are more likely to miss out on the holistic insights following a lifecycle arrangement. For instance, the critical interrelationships between functional silos.