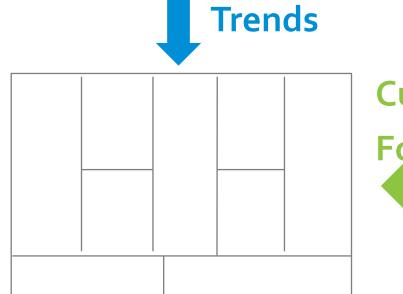




- Technology?
- Regulatory?

- Competitors?
- New Entrants?

Industry Forces



Customer

- Changing Needs/ Demands?
- Revenue Attractiveness?

- Macro Environment
- Growth/Recession?
- Inflation/Interest Rates?
- Political/Climate Change