

# Business Model Monitor

Prepared for:

On Day - Month - Year

## POLITICAL

Describe changes in the political domain, e.g. changes in fiscal policies, trade tariffs or new taxes.  
Consider policies on all levels: local, regional, national and international

## ECONOMIC

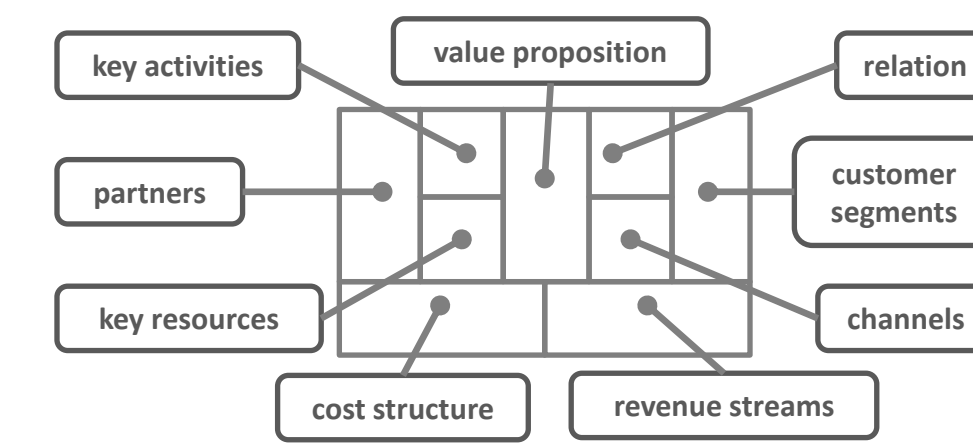
Describe economic changes, e.g. economic growth, exchange rates, labour rates, upcoming economies, inflation, or the price of raw materials that impact your business model.

## SOCIAL

Describe changes in the social domain.  
e.g. changes in attitude towards your products or services, demographic changes, cultural changes, health consciousness

**Trend Card**  
*Source*  
We see this change coming  
*Impact*  
Business model components affected  
*Timing*  
We expect it to happen  
*Severity*  
We expect the impact is minimal / severe / disrupting  
*Action*  
We will take the following action

**Black Swans**  
*Event*  
This, we didn't see coming  
*Impact*  
Business model components affected  
*Severity*  
We expect the impact is minimal / severe / disrupting  
*Action*  
We will take the following action



## CHANGES FROM WITHIN

Changes from within the organisation e.g. strategy, culture, business goals

Changes in your environment that are expected to materialise within 6 months

Changes in your environment that are expected to materialise within 1 year

Changes in your environment that are expected to materialise after 1 year or more

## ENVIRONMENTAL

Describe environmental factors such as weather, climate, and climate change.  
Also consider availability and quality of water and other natural resources.

Describe upcoming technologies impacting your business model,  
e.g. new technologies, R&D activities, new materials, new applications of existing technology,  
new communication channels, new tools/machines.

## TECHNOLOGICAL

## LEGAL

Describe upcoming changes in legislation.  
Consider changes in laws in the area of:

- National / international
- Tax, environmental
- Privacy, consumer
- Health and Safety, industry specific