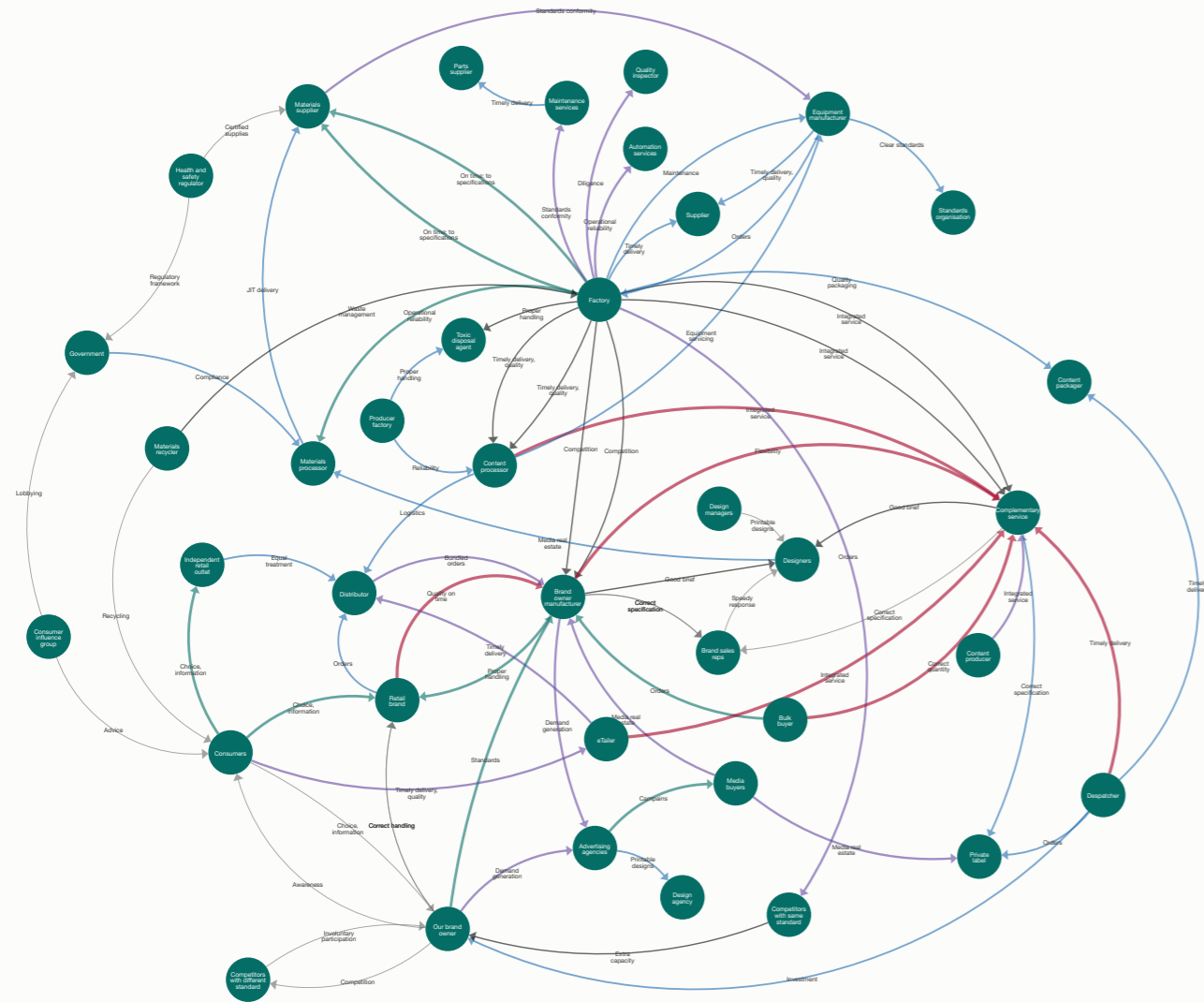


Rigorous process

CIR Strategy

Strategy through... Value Network Analysis

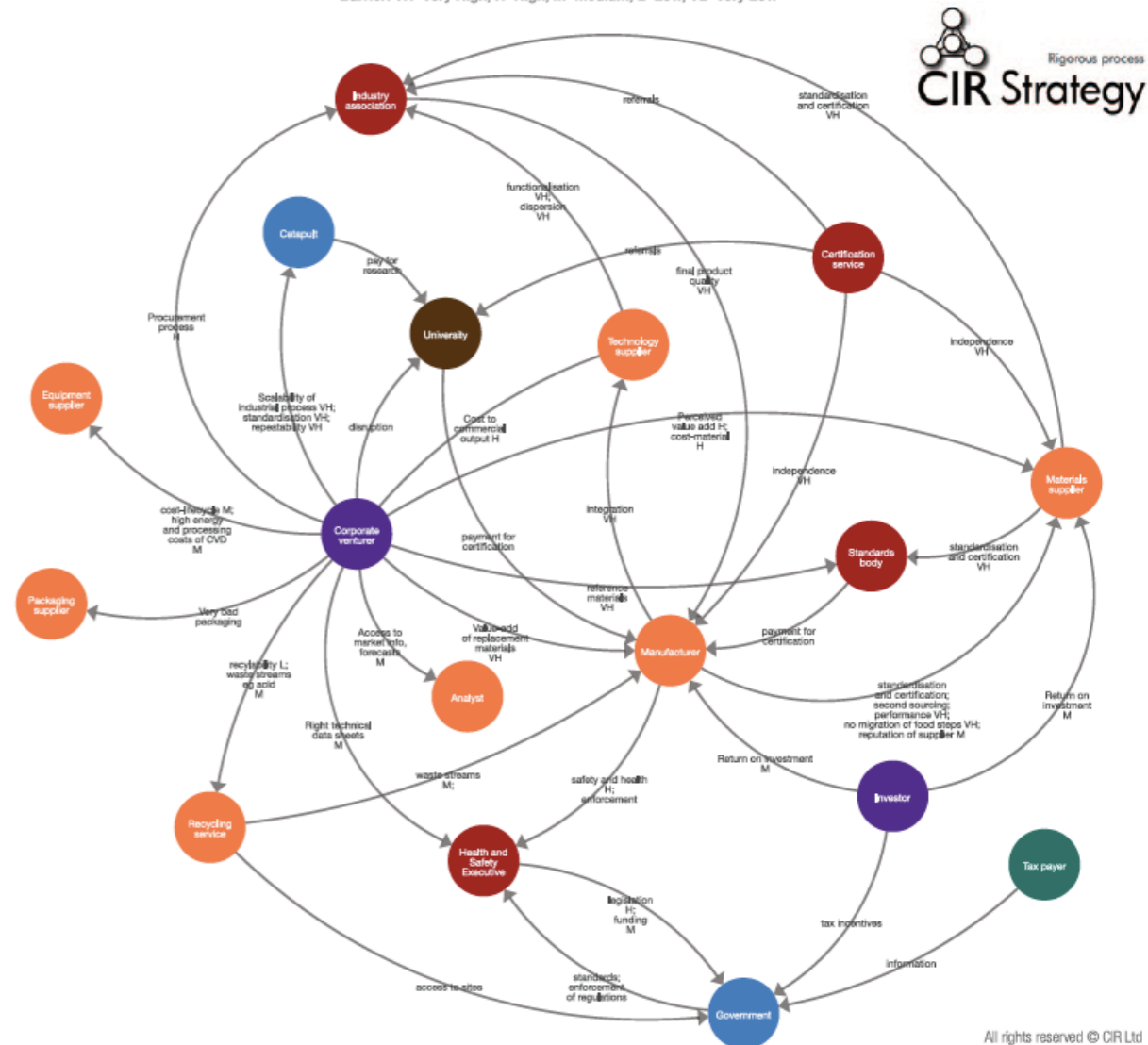
Future Money Flows on Introduction of New Technology



Future money flows - Null Future money flows - Very Low Future money flows - Low Future money flows - Medium Future money flows - High Future money flows - Very High

Graphene Value Network: Barriers to adoption and use of Graphene

Barrier: VH=Very High, H=High, M=Medium, L=Low, VL=Very Low



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Tax payer Industry Investor Government Standards Academic

Strategy through...

Opportunity or Threat Prioritisation

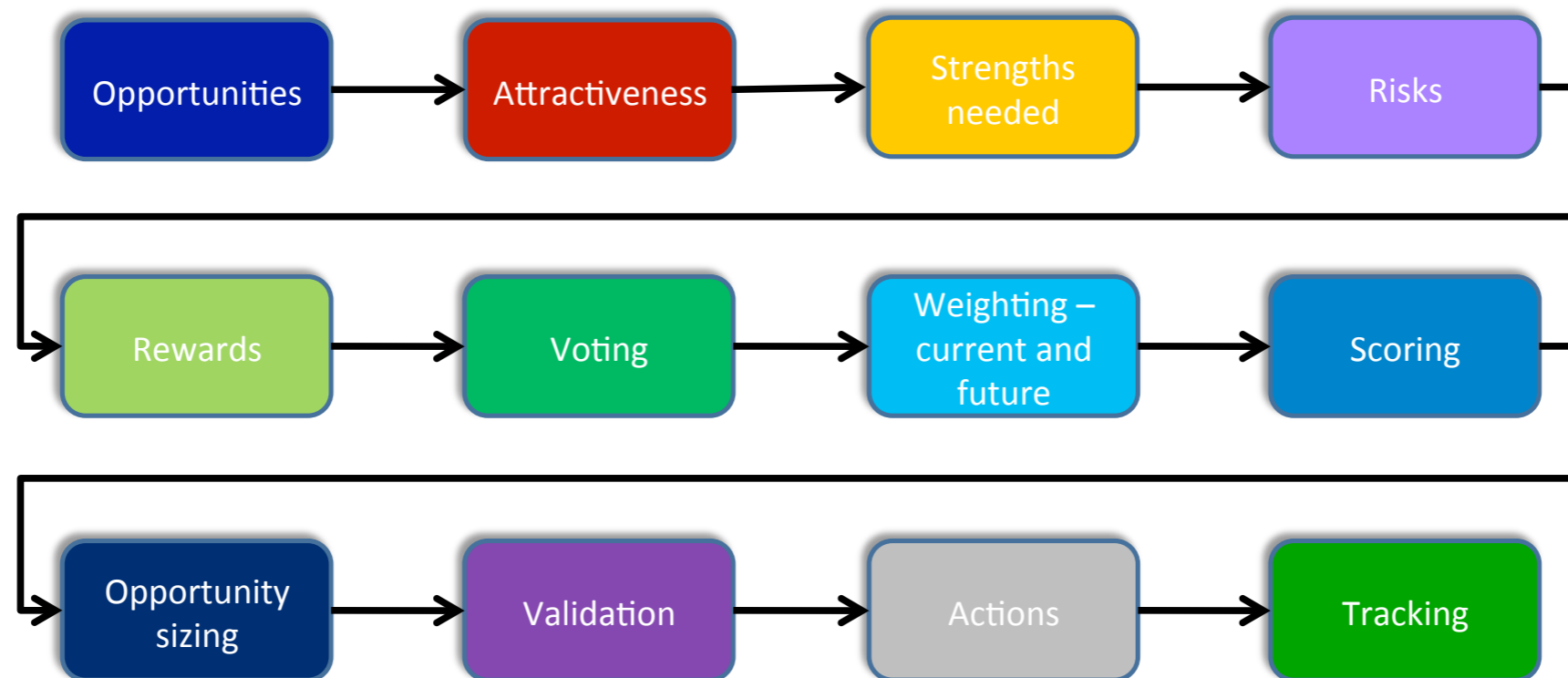
The screenshot shows a spreadsheet with a table of attributes and a weighted scoring matrix. The attributes table lists various factors with weights. The matrix shows scores for different options (A, B, C, D, E, F, G, H, I, J) across these attributes, with a final 'Raw Score' and 'Weight' column.

Attributes	Weight
A Gross margin	0.80
B Option for profitable exit	4.00
C Rapid revenue growth	0.40
D Job satisfaction & experience	0.80
E Brand reputation	0.40
F Earnings for all stakeholders	3.60
G	
H	
I	
J	

	B	C	D	E	F	G	H	I	J	Raw Score	%
A	b2	a1	-	a1	f2					2	8
B	b2	b1	b2	b2						10	40
C		d1	a1	f2						1	4
D			d1	f1						2	8
E				f2						1	4
F										9	36
G											
H											
I											
J											

Weighting
3 Much more important
2 Significantly more important
1 Slightly more important
- Equally important

Opportunity prioritisation



Strategy through...Routes to Value Thinking

