## Roadmap canvas – business model transformation

<table>
<thead>
<tr>
<th>Topic:</th>
<th>Team:</th>
<th>Date:</th>
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### Now | Short-term | 20__ | Medium-term | 20__ | Long-term | 20__ | Vision |

#### Market drivers

#### Strategy

- Customer segments
- Customer channels
- Customer relationships
- Revenue streams

#### Service

#### Product

#### System

- Cost structure
- Key activities
- Key resources
- Key partnerships

#### Technology

#### Enablers

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Osterwalder & Pigneur, 2014

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