

BMI • Context map[®] canvas

● Demographic trends

Look for data on demographics, education, employment.
Are there big changes that will impact your business?

● Rules & regulations

Are there trends in rules and regulations that
will impact your business in the near future?

● Economy & environment

What are trends in the economy and in the
environment that will impact your business?

● Competition

What trends do you see among
your competitors? Are there new entries?
Who are there unusual suspects?

● Your company



● Technology trends

What are the big technological changes
that will impact your business in the near future?

● Customer needs

What are the big trends in customer needs?
How do the expectations of customers
develop in the near future?

● Uncertainties

Do you see any big uncertainties?
Things that can have a big impact,
but it's unclear how or when?