

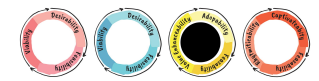
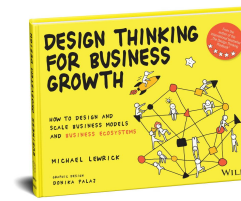
Project:  
Team:  
Version & Date:









Quick guide: The *PESTLE* analysis with specific questions on business ecosystems helps to better understand the market and business position of one's own company players, to plan strategically and to conduct market research. In addition, the *PESTLE* analysis is useful for evaluating a topic area or an ecosystem strategy. For the implementation, the Ecosystem specific questions are addressed along each dimension.

# PESTLE

More tips & tricks for this template on book page: 120



Lewrick, M.  
Design Thinking for Business Growth  
978-1-1198-1515-0  
[www.business-ecosystem-design.com](http://www.business-ecosystem-design.com)

<p><b>Political or politically motivated factors that might affect the project.</b></p> <p><b>Politics</b></p>  <p><b>1</b></p>	<p><b>Macroeconomic forces that might affect the project.</b></p> <p><b>Economic</b></p>  <p><b>2</b></p>	<p><b>Social aspects, attitudes, and trends that affect your business or the business ecosystem and your target market.</b></p> <p><b>Social</b></p>  <p><b>3</b></p>	
<p><b>Technology that has an influence on how products and services are made, sold, scaled, and communicated.</b></p> <p><b>Technological</b></p>  <p><b>4</b></p>	<p><b>Current and future legal and regulatory requirements that affect the ecosystem.</b></p> <p><b>Legal</b></p>  <p><b>5</b></p>	<p><b>Environmental influences that affect the ecosystem, the services provided, the environment, and the natural resources used.</b></p> <p><b>Environmental</b></p>  <p><b>6</b></p>	
<p><b>Findings</b></p> <p><b>7</b></p>			<p><b>8</b></p>