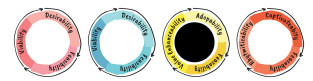
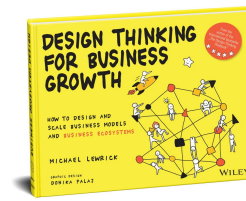


# TOPIC AREAS MATRIX



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 Design Thinking for Business Growth  
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Quick guide: On the one hand, the *Topic Areas Matrix* can be used at an early phase, in which the individual ecosystems in a region or in relation to a topic area are to be better understood. In addition, such maps with topic areas, including the reference to the respective actors, help to discuss different options of ecosystems at a later stage.

More tips & tricks for this template on book page: 118

## Topic Areas Matrix

Which ecosystem initiatives are known?



1

## Ecosystem Options in Topic Fields

Can the respective actors and topics be prescribed on a map of topics?  
 Which topics are attractive? Which topics are not yet occupied?



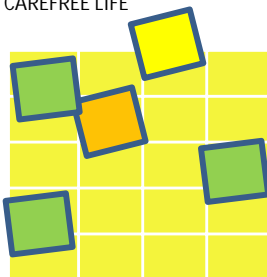
Administration																				
Automotive																				
Bank																				
Construction/Architecture																				
Consulting																				
Education																				
Chemistry																				
IT/Digital platforms																				
Energy																				
Insurance																				
Research																				
Healthcare / Pharmaceutical																				
Real estate																				
Industry																				
Art / Culture																				
Mechanical engineering																				
Media																				
Agriculture																				
Law																				
Tax Consulting																				
Telecommunications																				
Tourism/catering																				
Transport/traffic/logistics																				
	Administration	Education	Wealth & Security	Health	Housing	Vacation & Travel	Adventure/experience	Marketplace	Payment / transactions	Digital life	Sustainable life	...								

2

Examples:

ECOSYSTEM "URBAN & CAREFREE LIFE"

- Bank
- Education
- Insurance
- Real estate
- Art/Culture



- Initiator
- Orchestrator
- Strategic Initiative

- Education
- Assets & Security
- Health
- Living

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