



Key Elements of Predictive Model

1. Organization segments and services / new concepts
2. Maturity of the segments or services
3. What drives the segments or services
4. Technologies and resources
5. Maturity of the technology
6. Key competitive set and competitors
7. Competitive resources
8. Core competency of the organization
9. Customer (stakeholder) needs and contributions
10. Leverage opportunities
11. Issues and threats
12. Trends, visions and missions
13. Political and community implications and impact
14. Staff and support
15. Environmental issues and requirements
16. Financial / economic detail