

Sorted in

Sorted out

## 2 Business Strategy

### 3 Business Model

3a Business Domain #1 

3b Business Domain #2 

3c Business Domain #3 

3d Business Domain #4 

3e Business Domain #5 

### 4 Data Monetization

4d Data Sets 

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4c Data Analytics 

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4b Data Products 

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4a Data Value 

### 5 TOP Initiatives

5a Technology 

5b Organization 

5c People 