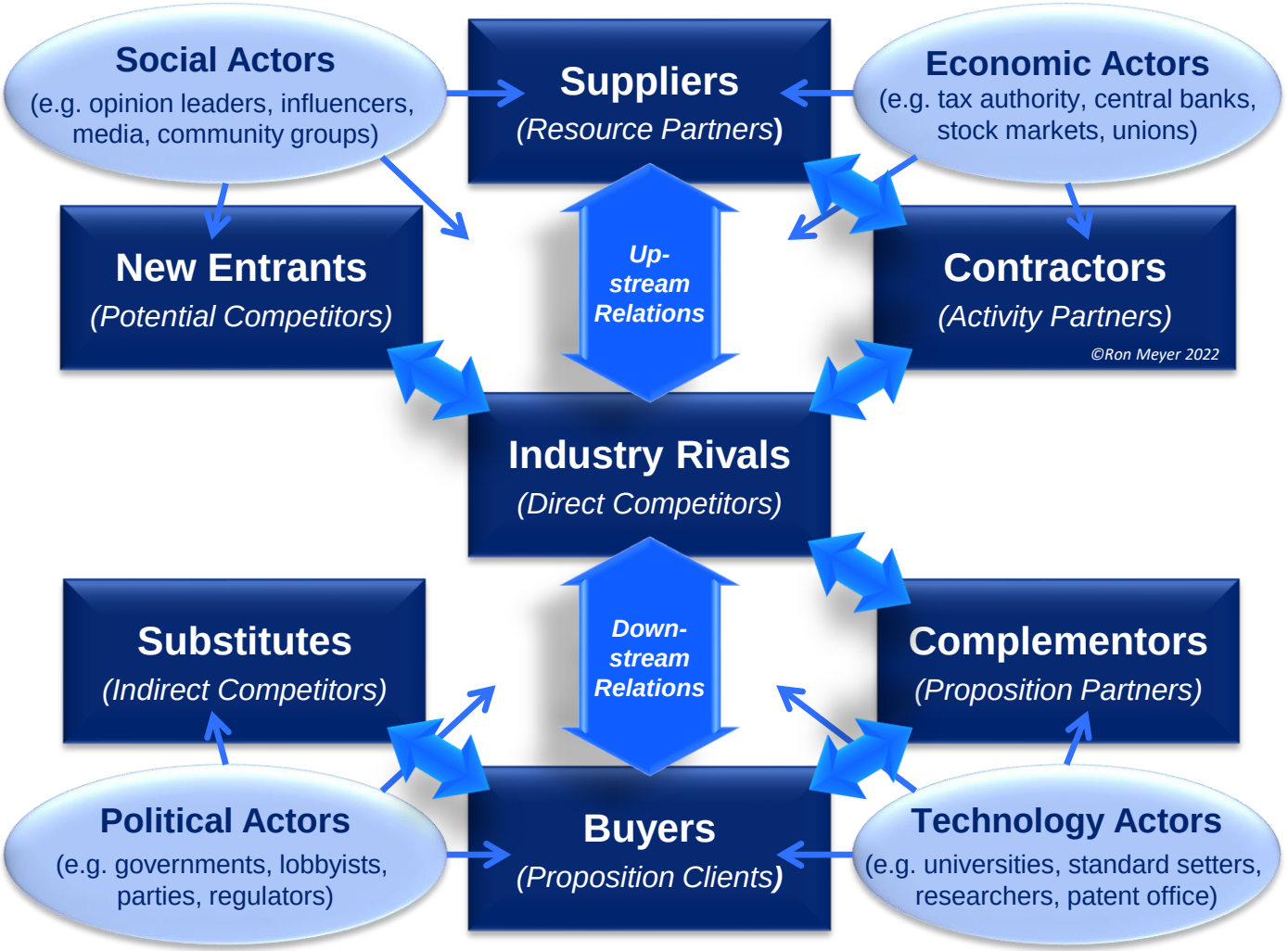
Social Actors
(e.g. opinion leaders, influencers, media, community groups)
Suppliers
(Resource Partners)
Economic Actors
(e.g. tax authority, central banks, stock markets, unions)
New Entrants
(Potential Competitors)
Up-stream Relations
Contractors
(Activity Partners)
©Ron Meyer 2022
Industry Rivals
(Direct Competitors)
Substitutes
(Indirect Competitors)
Down-stream Relations
Complementors
(Proposition Partners)
Political Actors
(e.g. governments, lobbyists, parties, regulators)
Buyers
(Proposition Clients)
Technology Actors
(e.g. universities, standard setters, researchers, patent office)