**Tool: Innovationsparadoxon**

|  |  |
| --- | --- |
| **Das alte Geschäftsmodell** | |
| **Was spricht dafür?** | **Was spricht dagegen?** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

|  |  |
| --- | --- |
| **Das neue Geschäftsmodell** | |
| **Was spricht dafür?** | **Was spricht dagegen?** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |