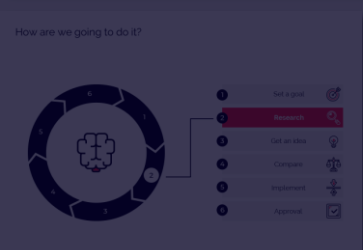
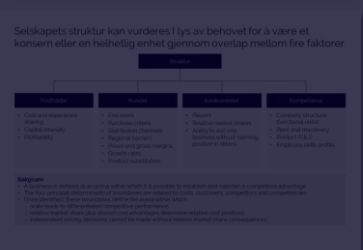
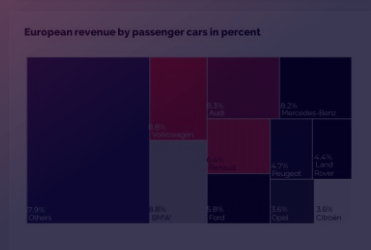
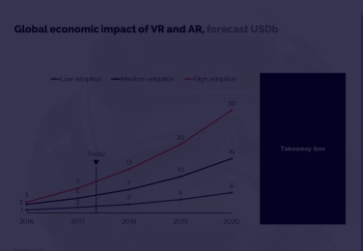
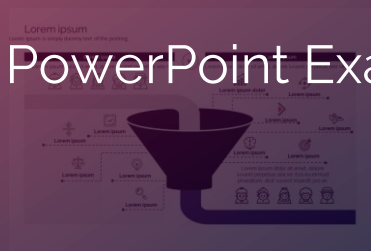
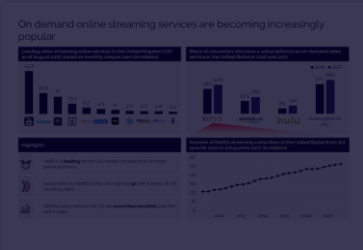
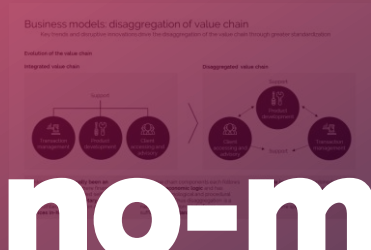
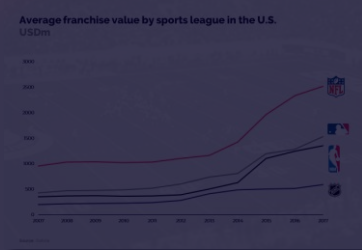


Short Term	Medium Term	Longer Term
1. A short-term strategy focuses on immediate operational efficiency and cost reduction.	2. A medium-term strategy focuses on market expansion and product diversification.	3. A longer-term strategy focuses on sustainable growth and innovation.



Content

1 VISUAL ENHANCEMENT



2 NOTES TO SLIDE & DATA INPUT



3 BRUSH UP

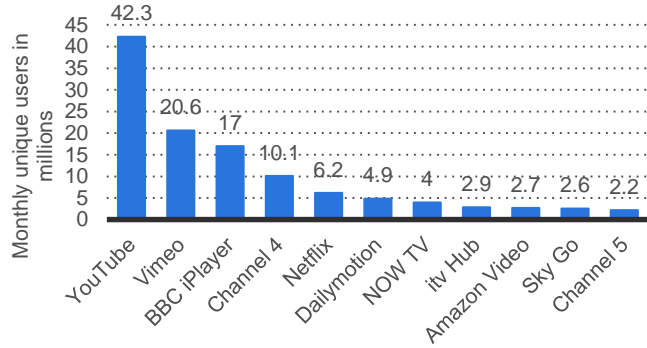


1 Visual Enhancement



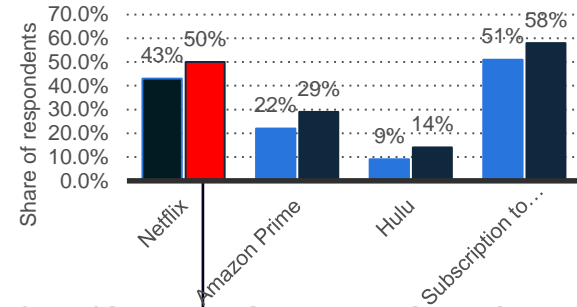
On demand online streaming services are becoming increasingly popular

Leading video streaming online services in the United Kingdom (UK) as of August 2016, based on monthly unique users (in millions)

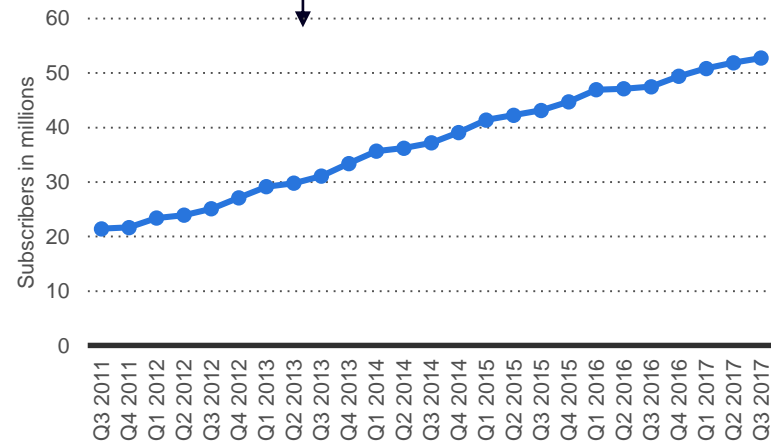


Share of consumer demand video 2017

Please brush up according to our guidelines, highlight Netflix and add icons



Number of Netflix streaming subscribers in the United States from 3rd quarter 2011 to 3rd quarter 2017 (in millions)



Highlights:

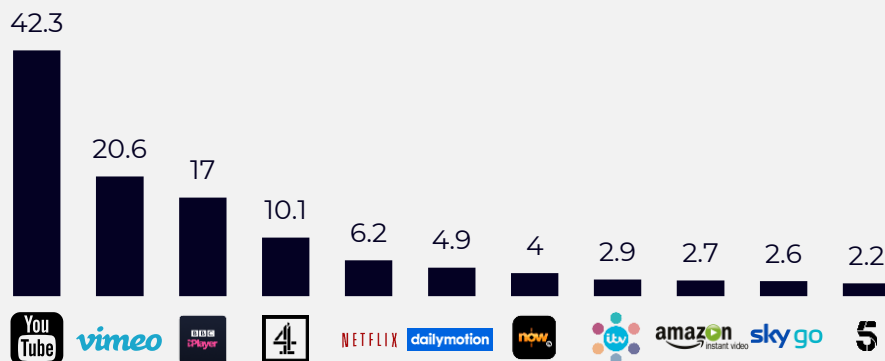
Netflix is **leading** on the US market compared to Amazon prime and Hulu

Subscribers to Netflix in the US is almost **9x** the number of UK monthly users.

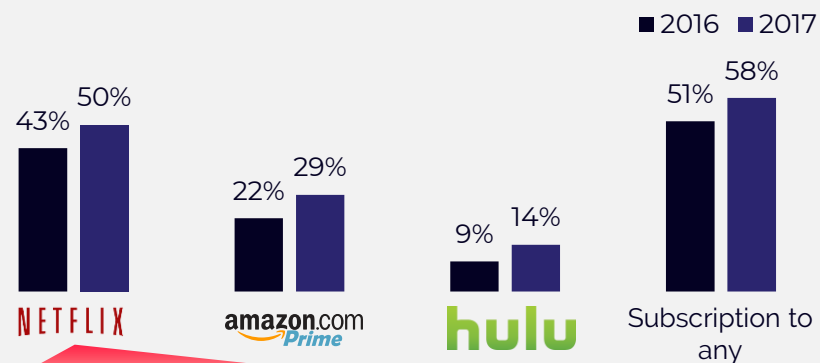
Netflix subscribers in the US has **more than doubled** over the last 6 years

On demand online streaming services are becoming increasingly popular

Leading video streaming online services in the United Kingdom (UK) as of August 2016, based on monthly unique users (in millions)



Share of consumers who have a subscription to an on-demand video service in the United States in 2016 and 2017



Highlights



Netflix is **leading** on the US market compared to Amazon prime and Hulu

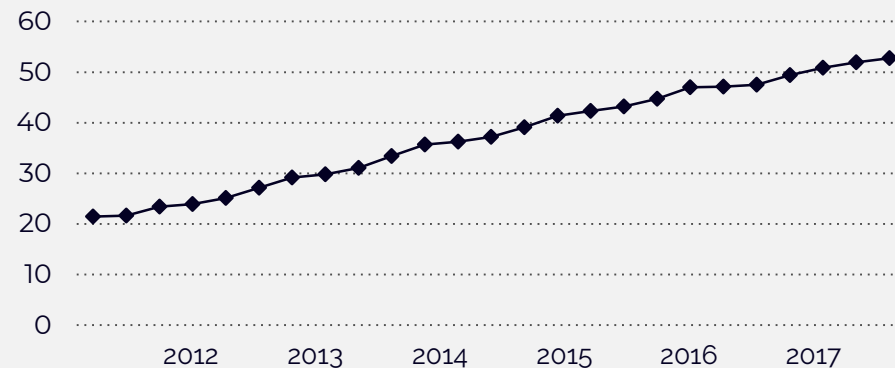


Subscribers to Netflix in the US is almost **9x** the number of UK monthly users.



Netflix subscribers in the US has **more than doubled** over the last 6 years

Number of Netflix streaming subscribers in the United States from 3rd quarter 2011 to 3rd quarter 2017 (in millions)



Team work is the key to success

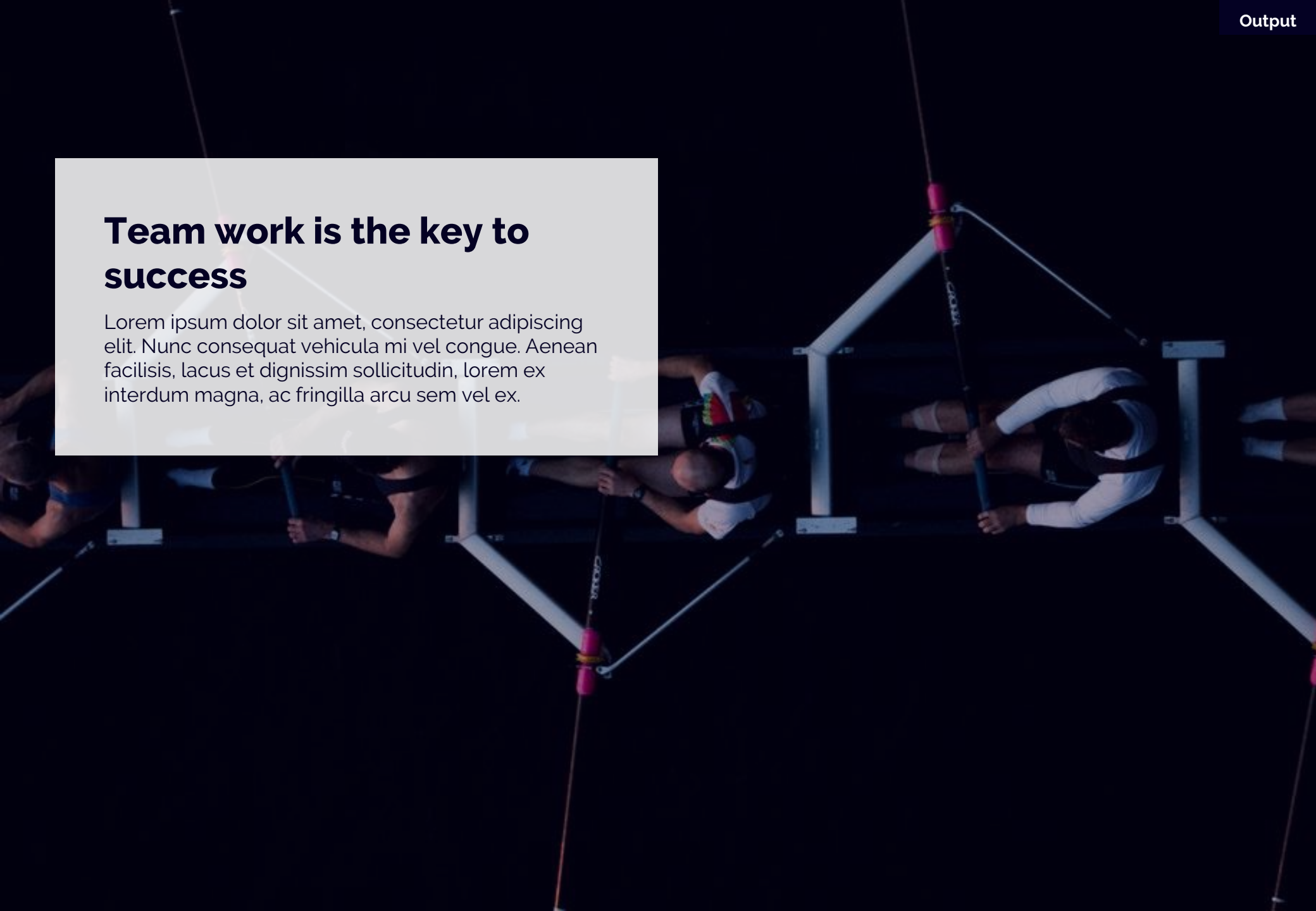
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Please insert picture

Team work is the key to success

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Lorem Ipsum

This is for an aviation client. Can you add planes that show routes and maybe icons for the different headings



Subtitle text

The quick brown fox jumps over the lazy dog.

Subtitle text

The quick brown fox jumps over the lazy dog.

Subtitle text

The quick brown fox jumps over the lazy dog.

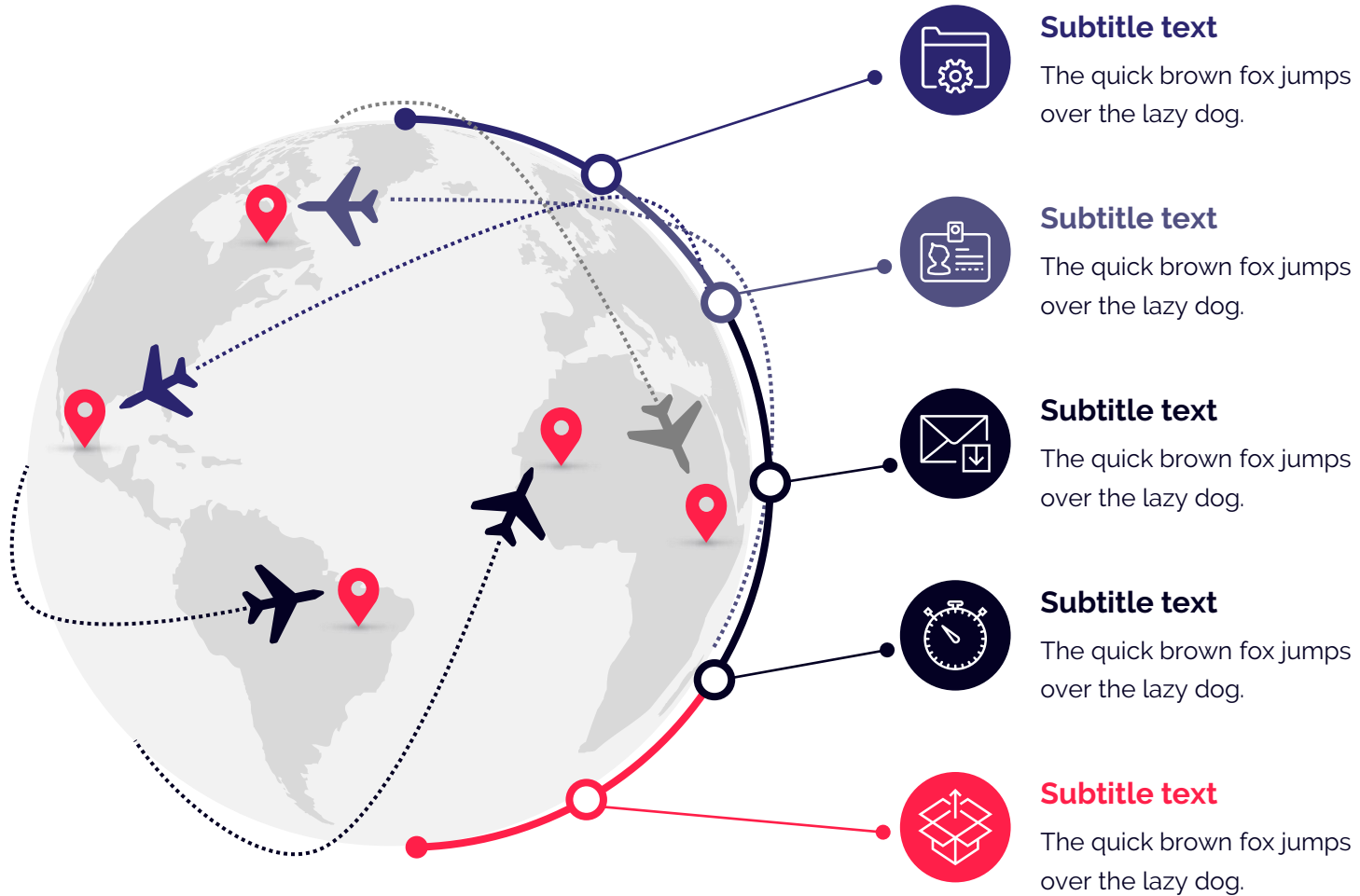
Subtitle text

The quick brown fox jumps over the lazy dog.

Subtitle text

The quick brown fox jumps over the lazy dog.

Lorem Ipsum



Loren Ipsum

Turn into a timeline

January

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February

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March

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April

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May

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June

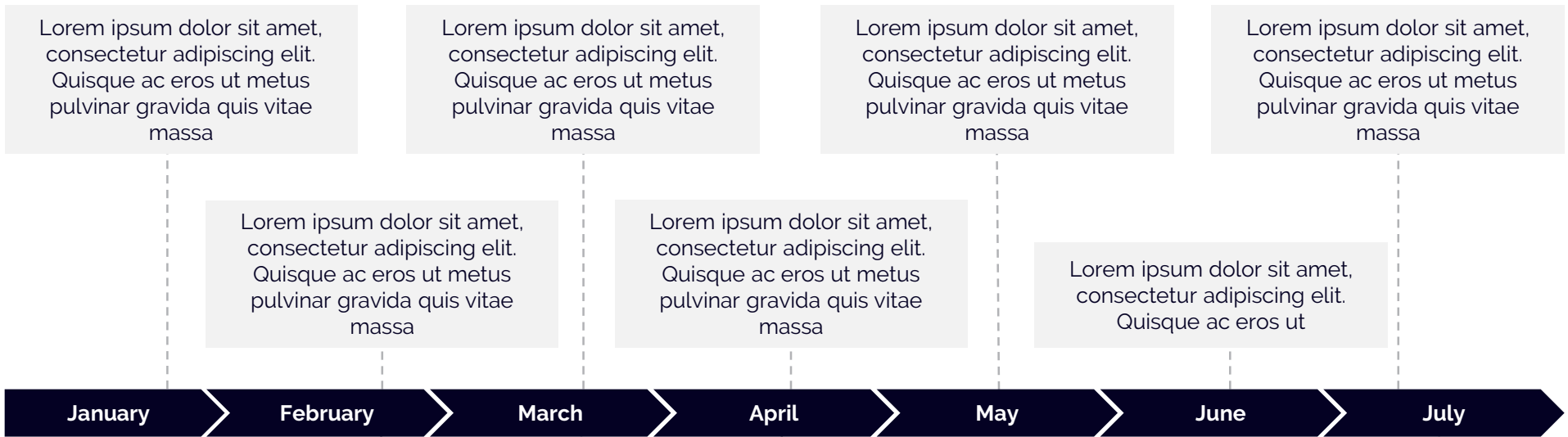
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July

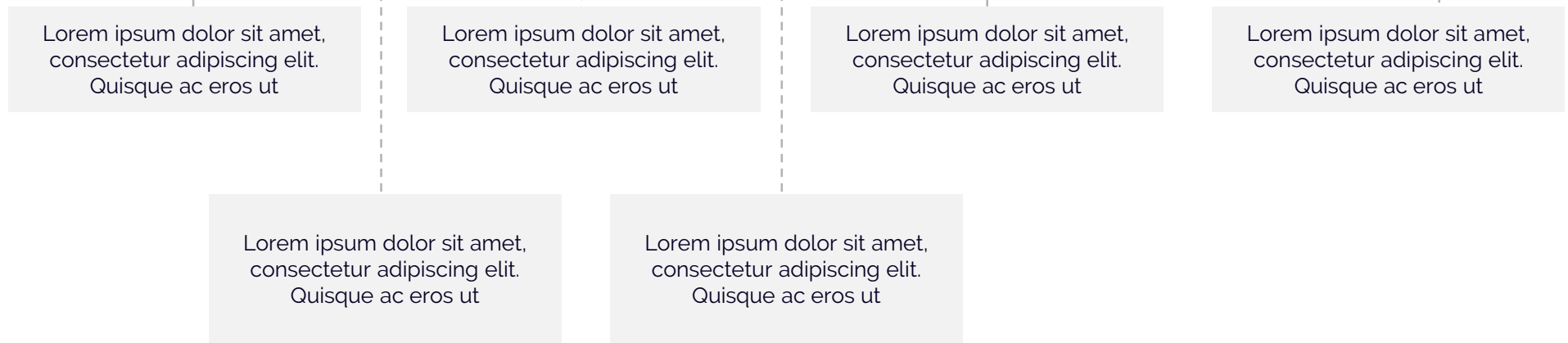
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Loren Ipsum

East



West



Basic grammar

Some of the word type categories

1. Noun: a thing or idea
2. Verb: An action
3. Adverb: Tells how an action occurred
4. Adjective: Tells about a noun
5. Pronoun: used to replace a noun
6. Preposition: describes a relationship
7. Conjunction: Joins words or phrases

This feels generic. Can you please spice it up

Four main parts of a sentence:

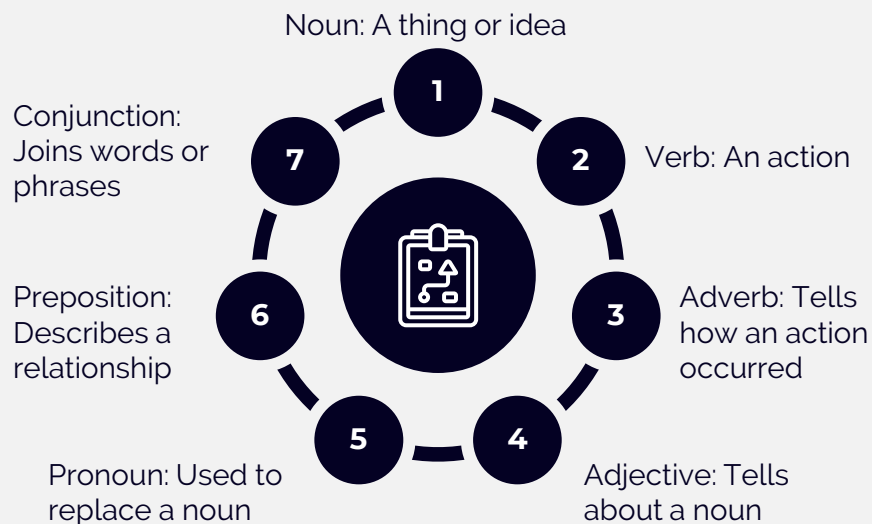
1. The subject is who or what the sentence is addressing. This is the base of the sentence and a sentence only need a subject and predicate to be a real sentence.
2. The predicate is the action that the subject completes
3. The object is part of the action of the subject, e.g. "They celebrated *the victory*"
4. Complements or predicates are used to complete a sentence where an object is not present.

"Grammar rules" that shouldn't be counted as rules

- I before E except after C
- And, because, but, or
- Never end a sentence with a preposition

Basic grammar

Some of the word types categories



Four main parts of a sentence

The subject is who or what the sentence is addressing. This is the base of the sentence and a sentence actually only need a subject and predicate to be a real sentence.

1

The predicate is the action that the subject completes

2

The object is part of the action of the subject, e.g. "They celebrated *the victory*"

3

Complements or predicates are used to complete the sense of subject or object

4

"Grammar rules" that shouldn't count as rules

I before E except after C

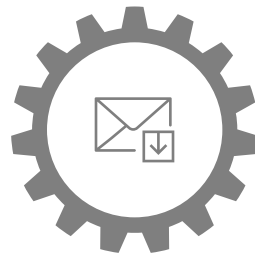
And, because, but, or,

Never end a sentence with a preposition

6 creative bullet points

1

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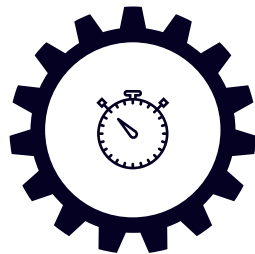


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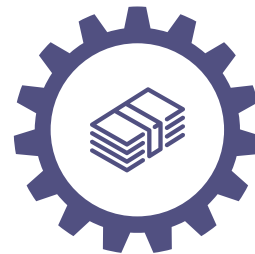


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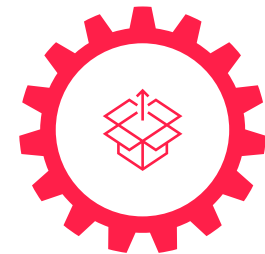
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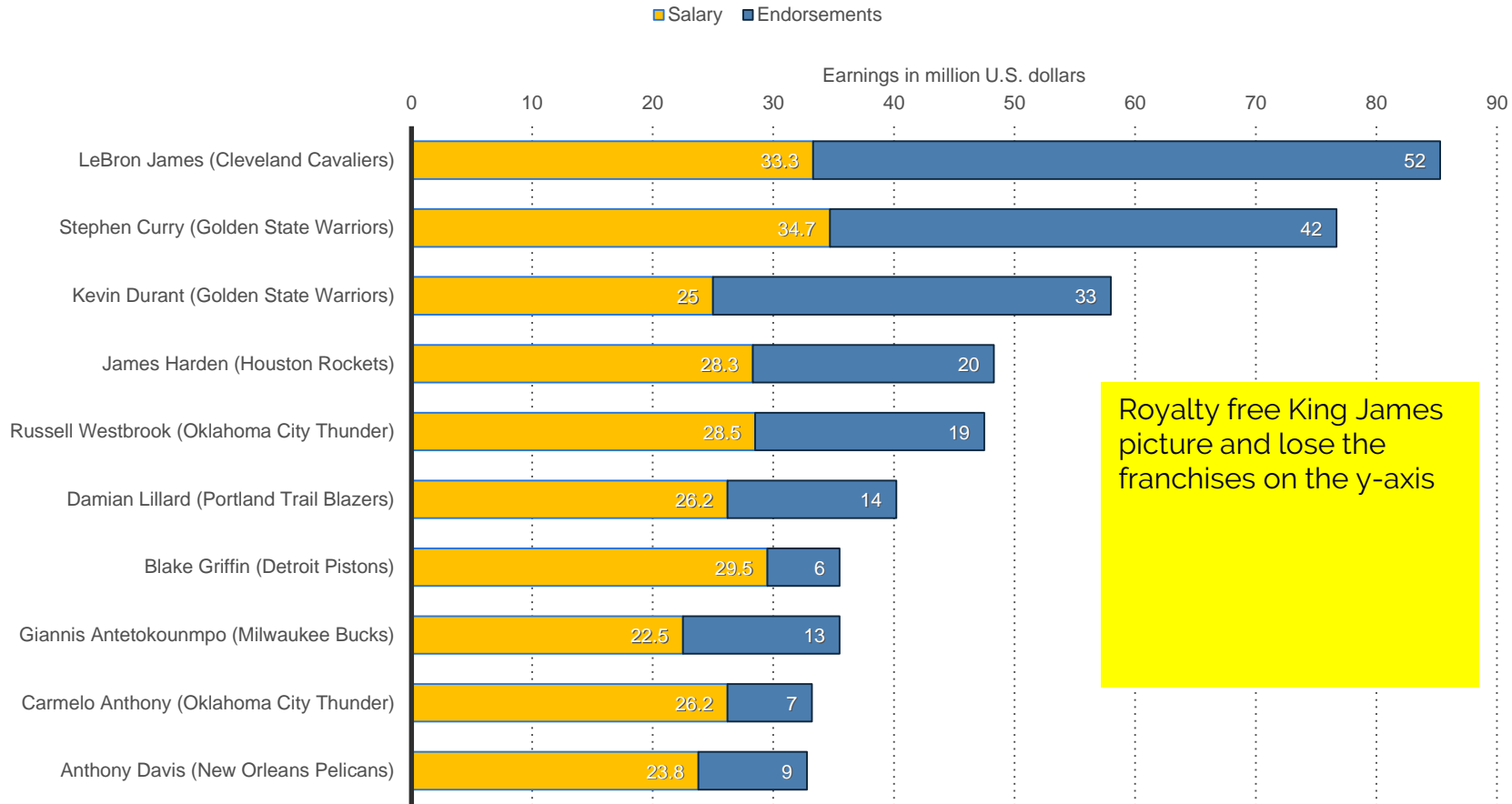


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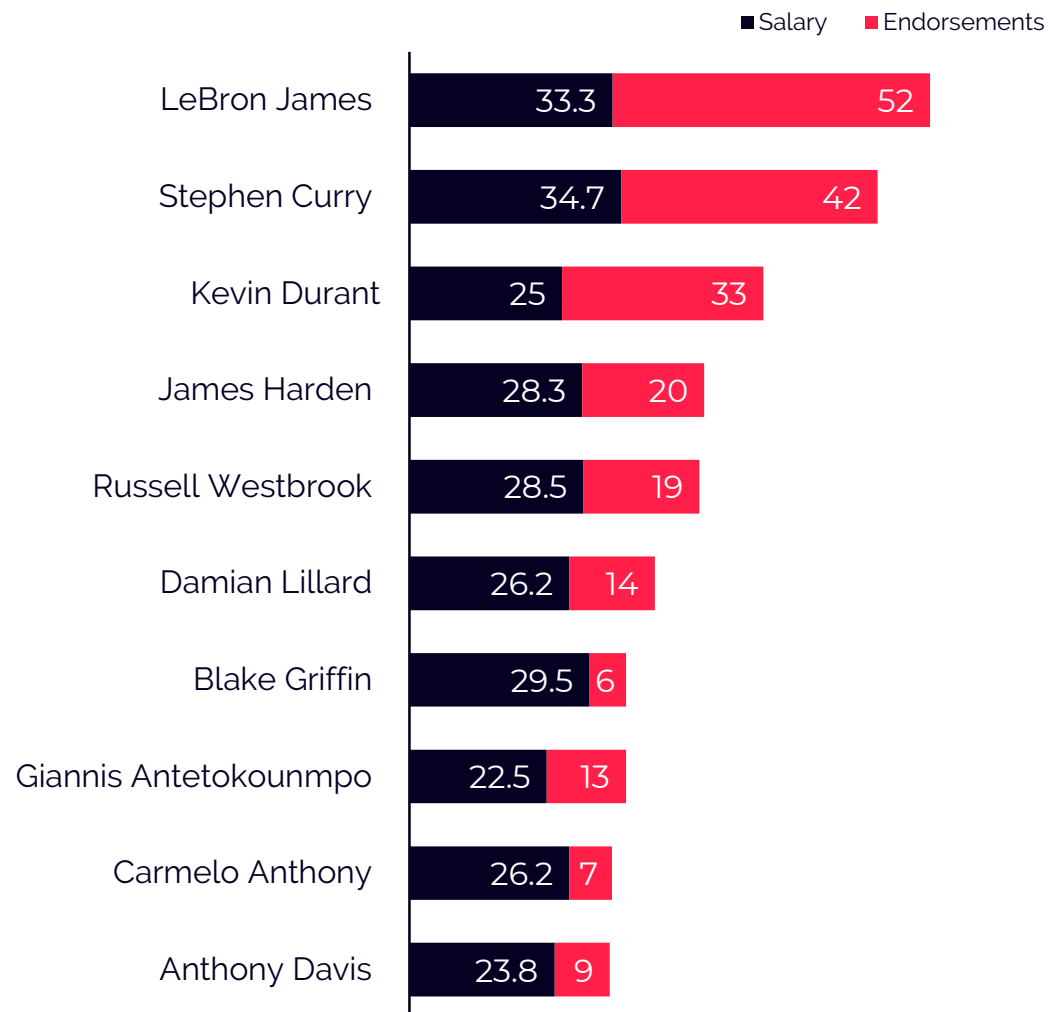


Highest-paid National Basketball Association players in 2018 (in million U.S. dollars)



Lebron James is the highest-paid NBA player due to endorsements

Highest-paid NBA players in 2018, earnings in USDm



Source: Statista



Airbnb success story

Where they started

2 guys rent out 3 extra air mattresses at their home

Where they are now, 10 years later

4 million listings worldwide

Present in 191 countries and 65 000 cities

Total of 260 million+ guest arrivals since 2008 and 2 million people staying in an Airbnb home each night

The journey

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Show the historic traction
more creatively

Airbnb success story

Where they are now,
10 years later

4 million listings worldwide

Present in **191** countries and
65 000 cities

Total of **260 million+** guest
arrivals since 2008 and **2
million** people staying in an
Airbnb home each night

Where they
started

2 guys rent
out **3** extra air
mattresses at
their home

The journey

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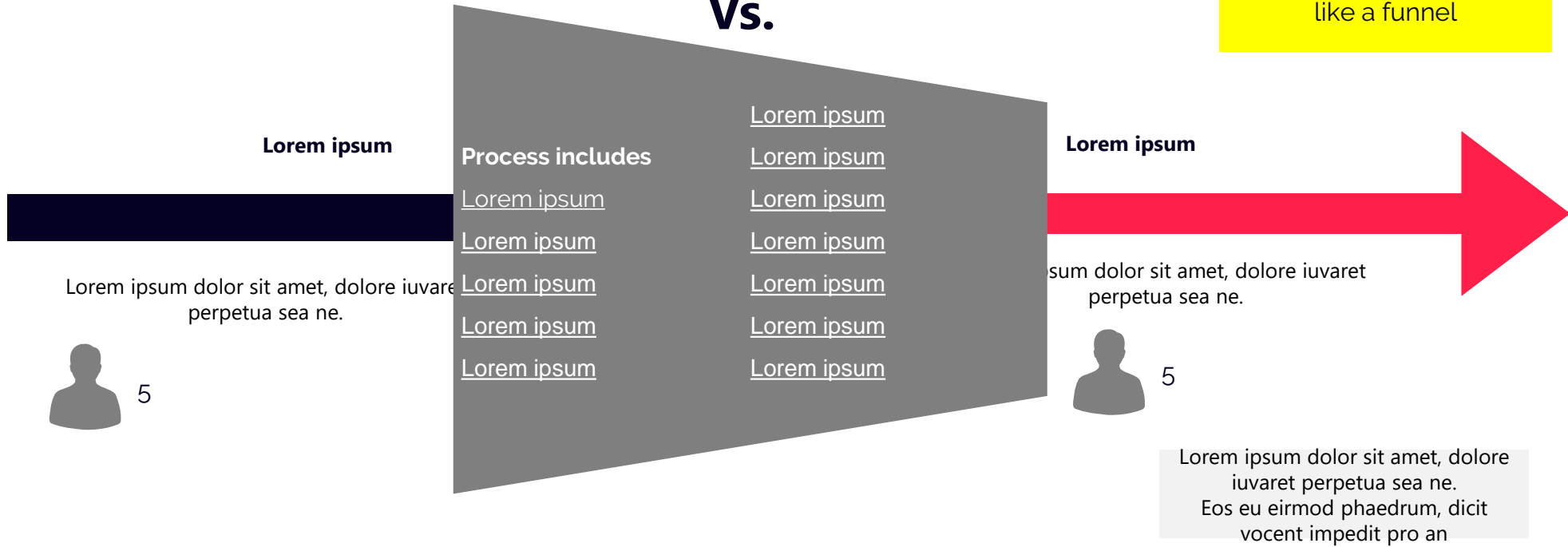
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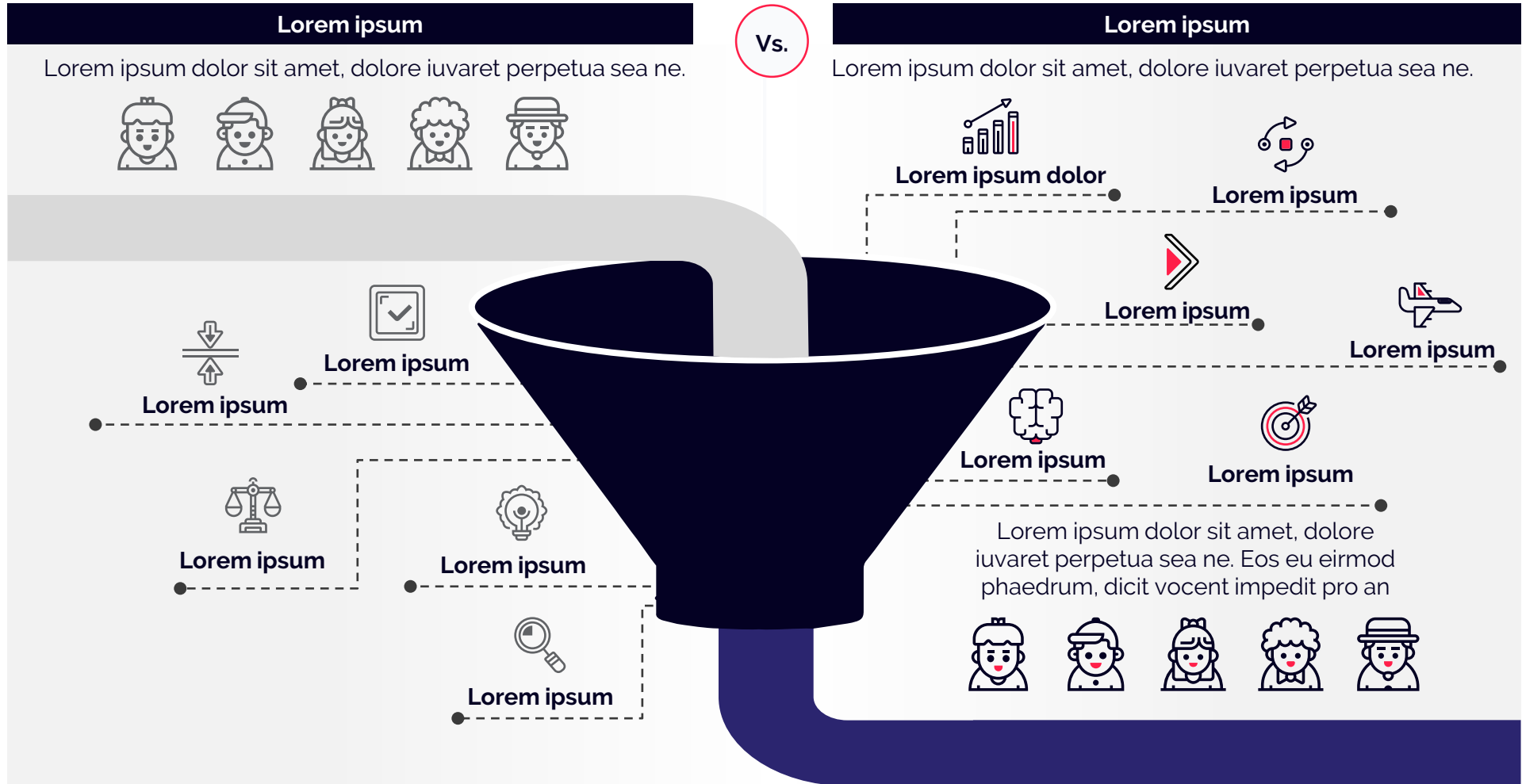
Visually enhance and make sure it looks more like a funnel

Vs.



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Time schedule

Brush up and add icons

Short term

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Medium term

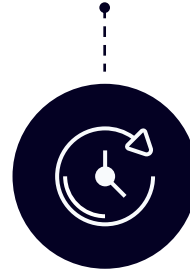
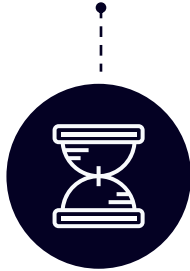
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Long term

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Time schedule



Short Term

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Medium Term

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Longer Term

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Clean up to fit our style

3 MONTH PLAN

Overview

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Target

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Plan

Lorem ipsum

JANUARY

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Total animals	22
Puppies	28%
Kittens	32%
Hamsters	40%

FEBRUARY

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Total animals	27
Puppies	33%
Kittens	47%
Hamsters	37%

MARCH

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Total animals	20
Puppies	25%
Kittens	53%
Hamsters	23%

Organisation: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc eu magna scelerisque, fermentum purus in, dapibus ex. Ut dolor tortor, consequat vitae interdum sit amet, condimentum ut justo.




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Costumers: Nunc aliquet, risus ullamcorper hendrerit gravida, elit diam rhoncus dolor, tincidunt suscipit libero ligula tempus dui. Mauris vehicula turpis eu tristique imperdiet. Duis dapibus nisl vitae convallis tempus.





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3 month plan

<p>Overview Lorem ipsum</p> 	<p>Target Lorem ipsum</p> 	<p>Plan Lorem ipsum</p> 
--------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------

January		February		March	
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Total animals	22	Total animals	27	Total animals	20
Puppies	28% 	Puppies	33% 	Puppies	25% 
Kittens	32% 	Kittens	47% 	Kittens	53% 
Hamsters	40% 	Hamsters	37% 	Hamsters	23% 

<p>Organisation</p> 	<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc eu magna scelerisque, fermentum purus in, dapibus ex. Ut dolor tortor, consequat vitae interdum sit amet, condimentum ut justo.</p>	<p>Costumers</p> 	<p>Nunc aliquet, risus ullamcorper hendrerit gravida, elit diam rhoncus dolor, tincidunt suscipit libero ligula tempus dui. Mauris vehicula turpis eu tristique imperdiet. Duis dapibus nisl vitae convallis tempus.</p>
<p>Technical team</p> 	<p>Suspendisse eget pellentesque tortor, ac mollis odio. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Suspendisse sit amet dolor eu ligula varius blandit tristique sit amet nisi.</p>	<p>Improving business</p> 	<p>Fusce eget metus id metus molestie tristique non sit amet nibh. Praesent placerat in odio non pretium. Pellentesque suscipit augue lectus, vel sagittis lectus tristique non.</p>

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Title

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Distribution

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Please be very creative.
The bar chart does not
have to keep the actual
values

Lorem Ipsum

Title

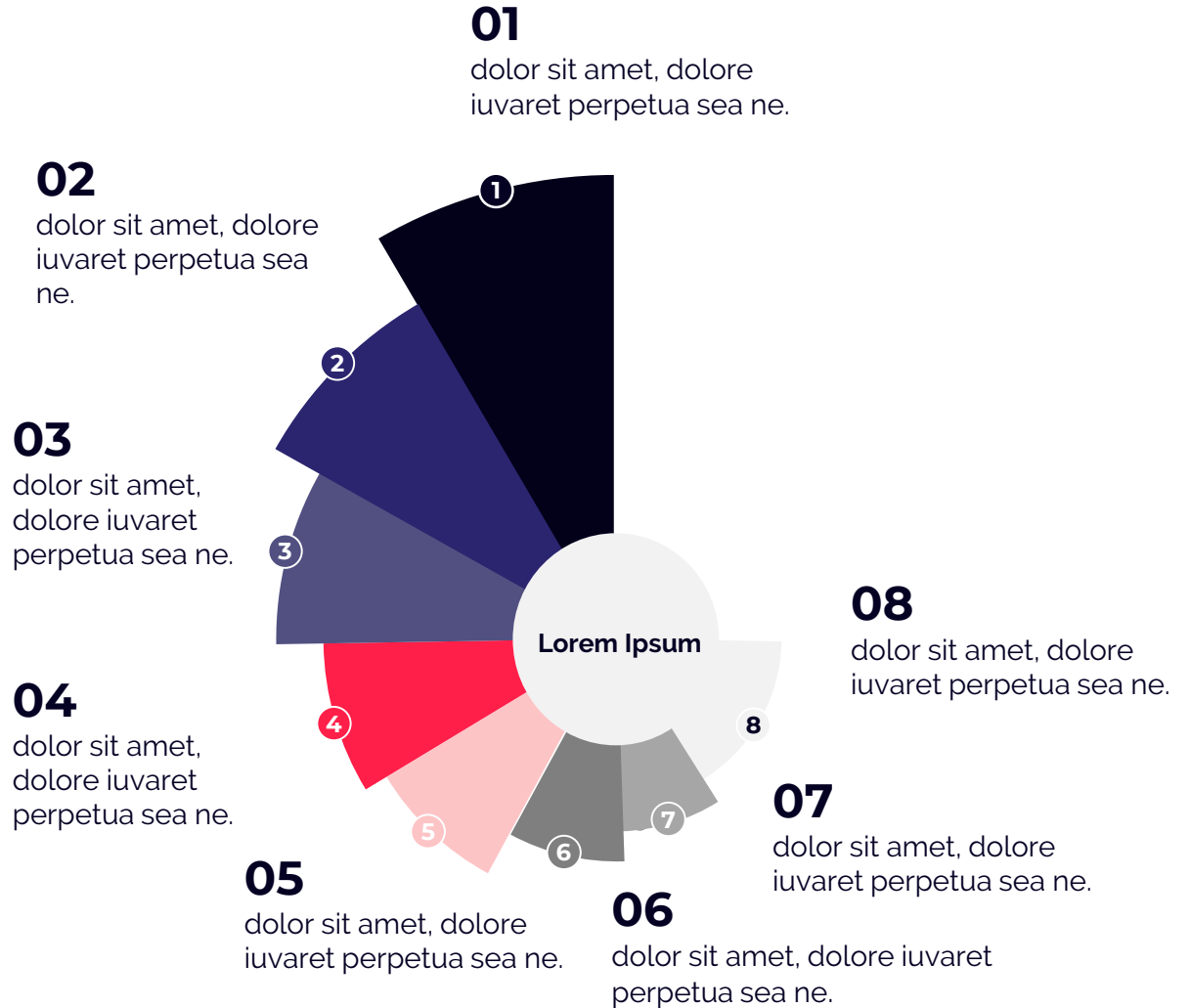
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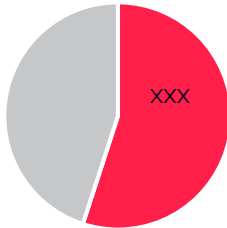
Lorem ipsum is simply dummy text

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

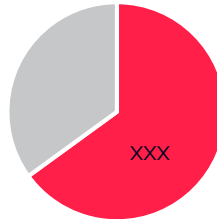
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Make this more special. I don't want 4 regular pie charts 😊

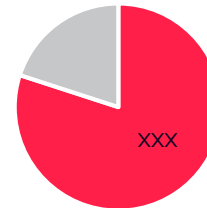
Lorem



Lorem



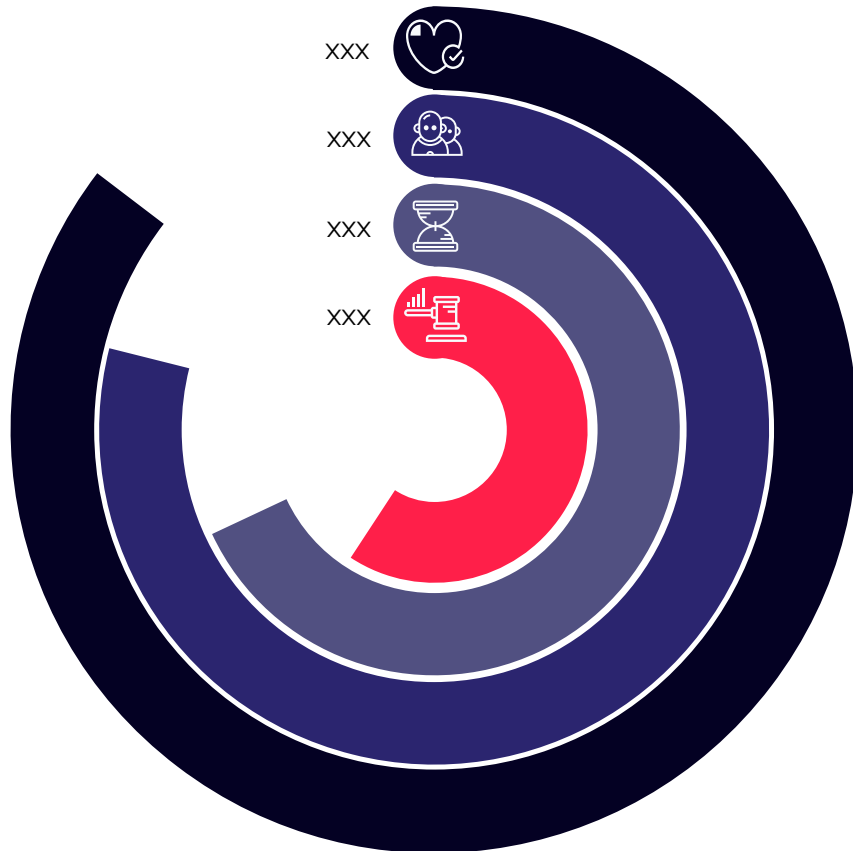
Lorem



Lorem



Lorem Ipsum



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LOREM



LOREM



LOREM



LOREM

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Impact
Full

Power
Now

Chat

2

Notes to Slide & Data Input

Figure 6: New business models: 'Beyond the pill', outcomes, and real-world data are providing health data and transforming what is possible

Supply drivers



Medical & patient data
Electronic Health Records (EHR) health sensors, social media, and genomics create rich new data sources for analytics



Big data analytics
Cheap computing power and sophisticated analytics drive insights into patient behavior, treatment costs and R&D



Mobile/mHealth
Pervasive mobile and smart phone adoption creates new engagement models within daily routines



Health care professionals digital workflow
Increasing integration of EHRs and telehealth drives new digitally-enabled coordinated workforce models of care



Demand drivers

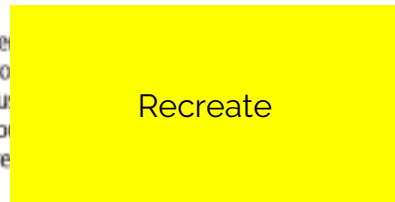
Roll out business models tied to patient outcomes that also reduce medical errors and improve quality



Discover and deliver targeted and personalised therapies with real-world evidence of impact



Influence patient behaviors beyond the pill' and sustain engagement of traditional care

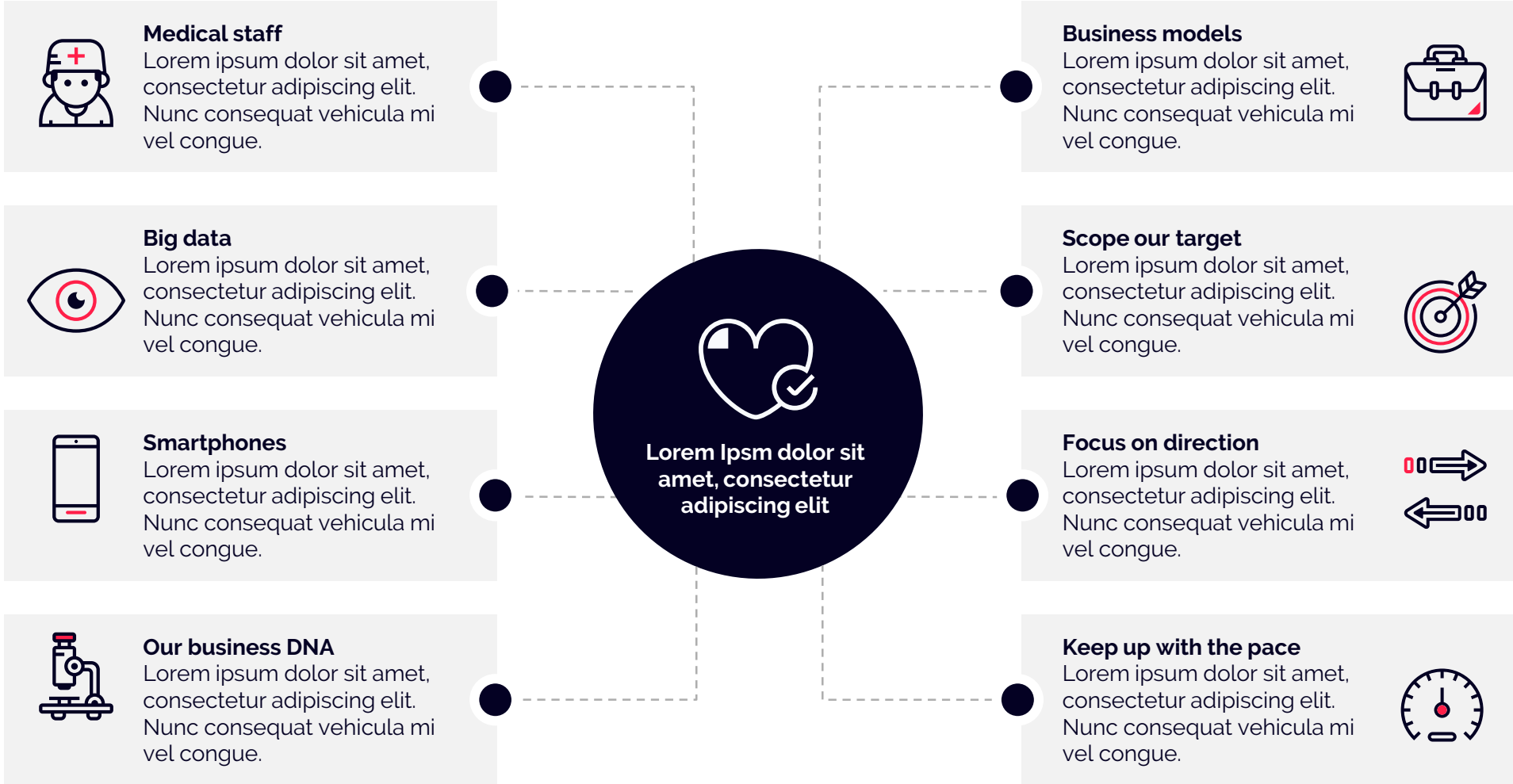


Drive population health management, protocol-driven patient risk pool and stratification management

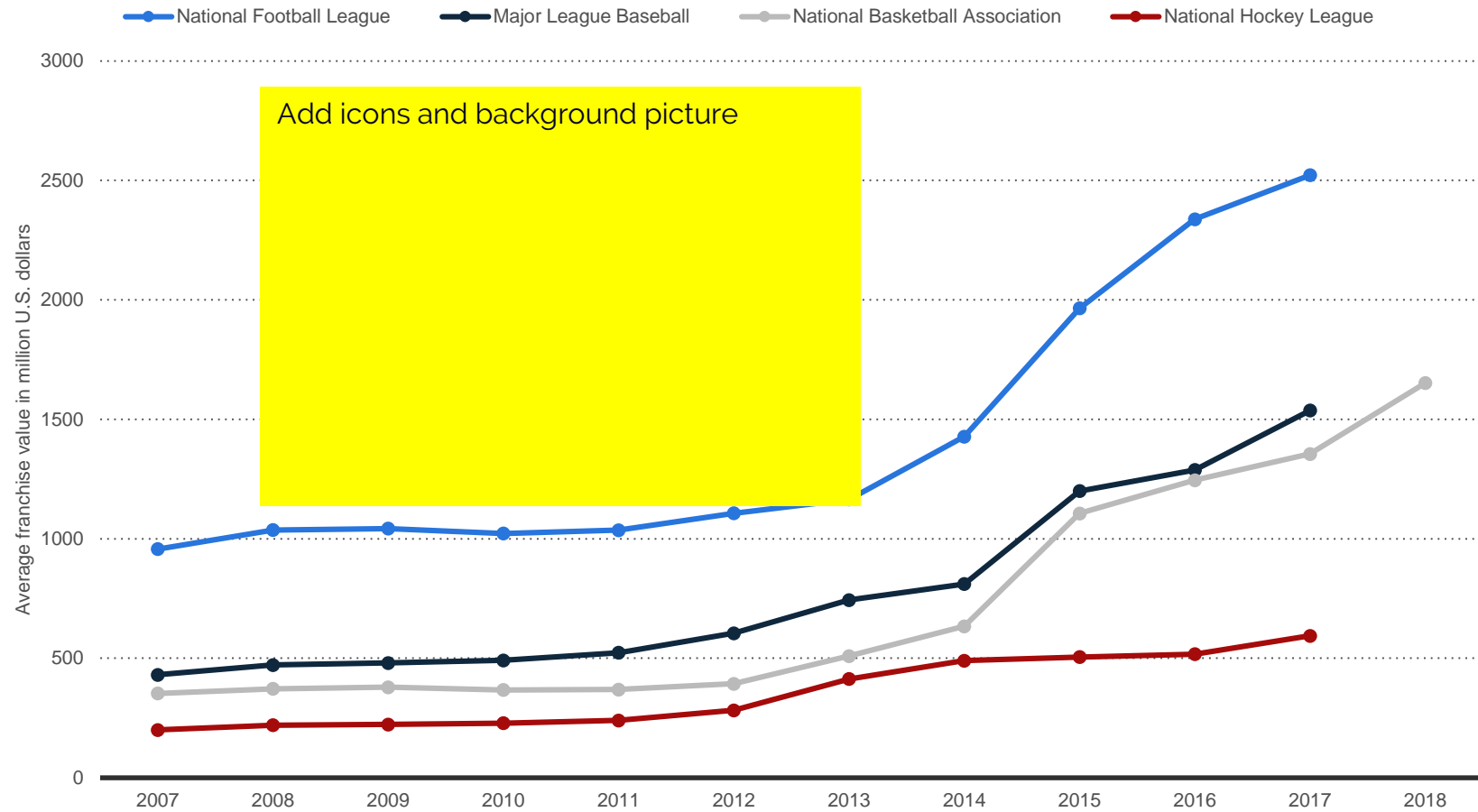


Source: Healthcare and Life Sciences Predictions 2020: A bold future?, U.K. Centre for Health Solutions, 2014

Lorem Ipsum

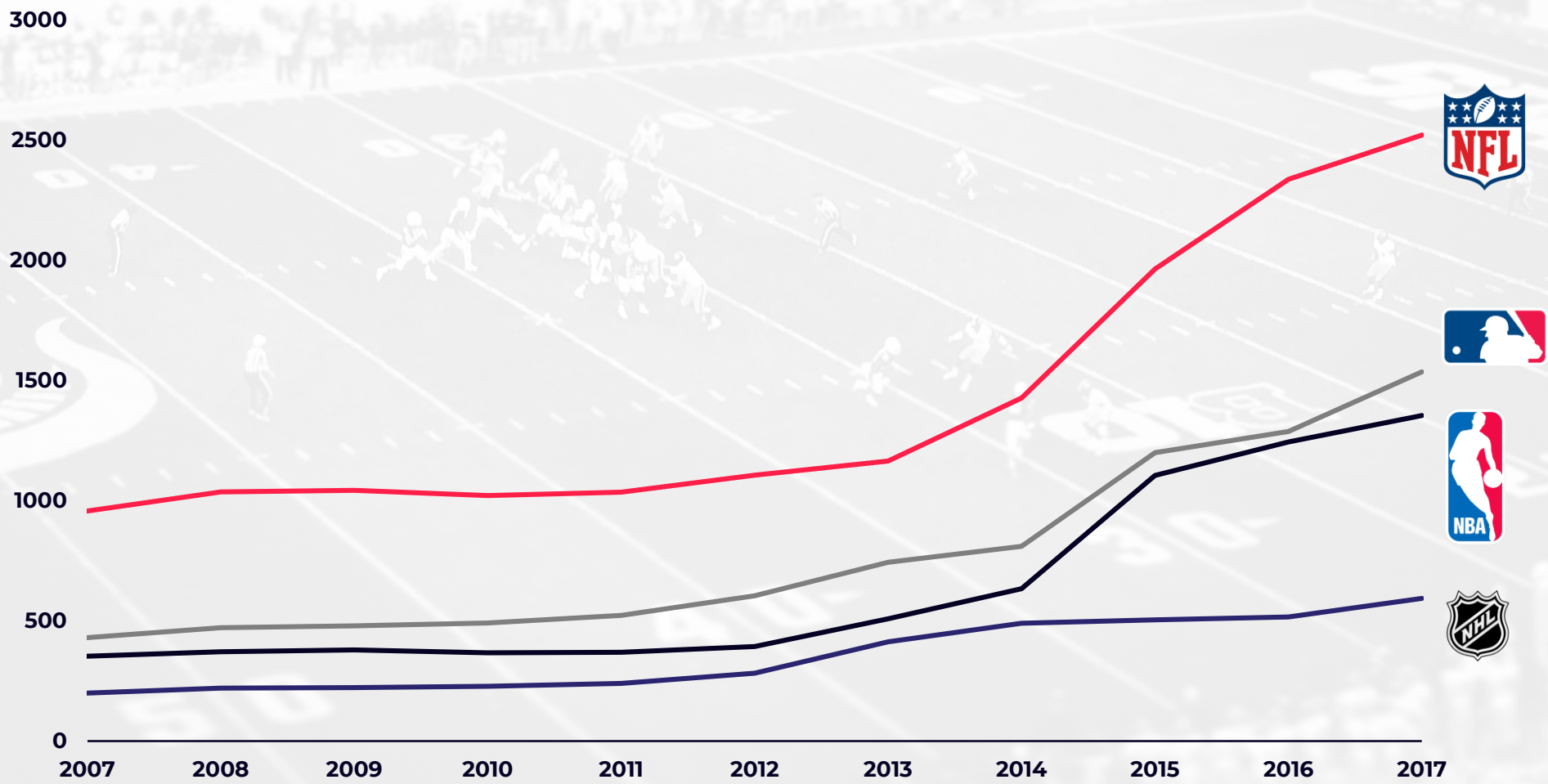


Average franchise value by sports league in the U.S. from 2007 to 2018 (in million U.S. dollars)

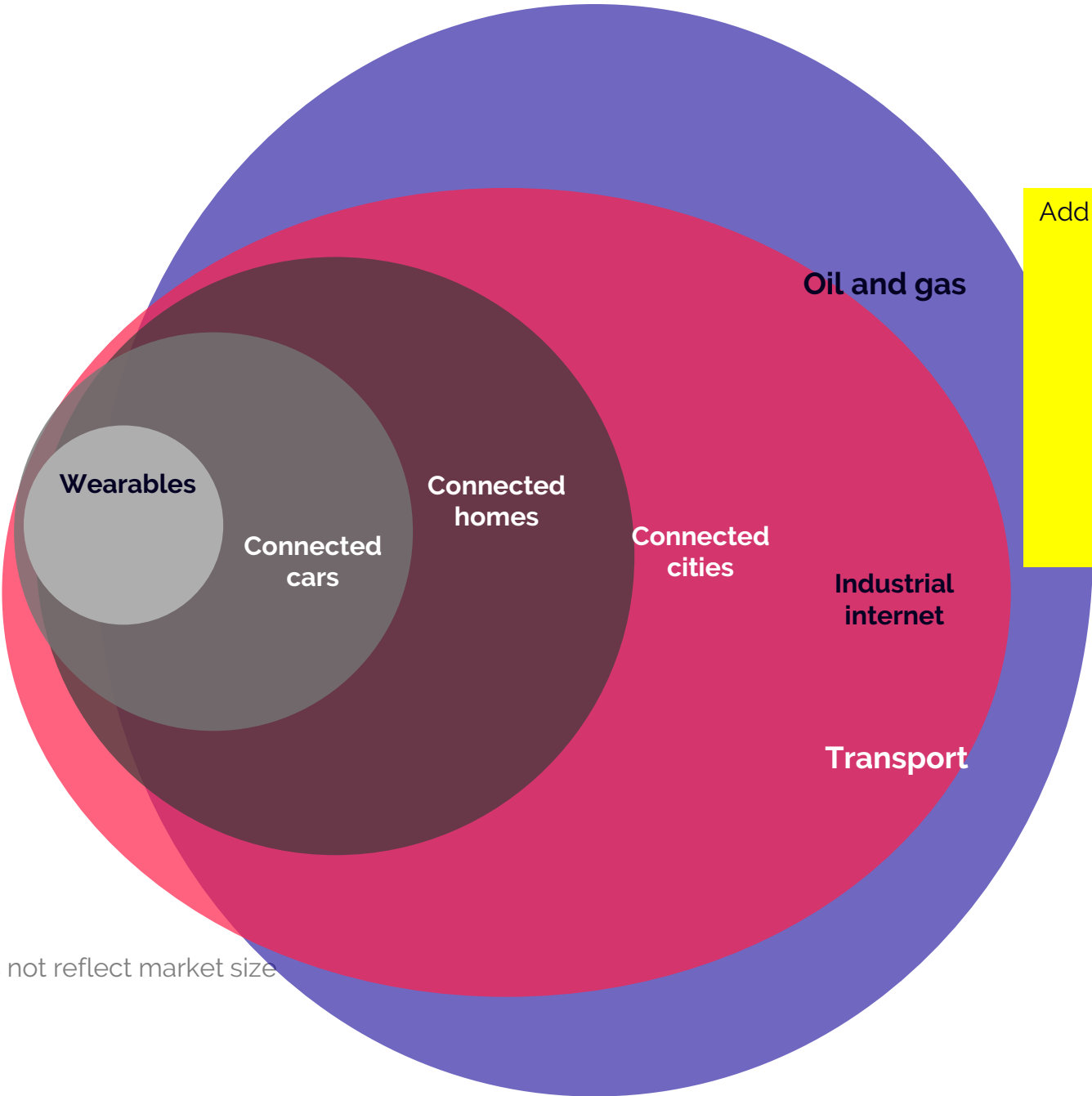


Average franchise value by sports league in the U.S.

USDm



IoT*

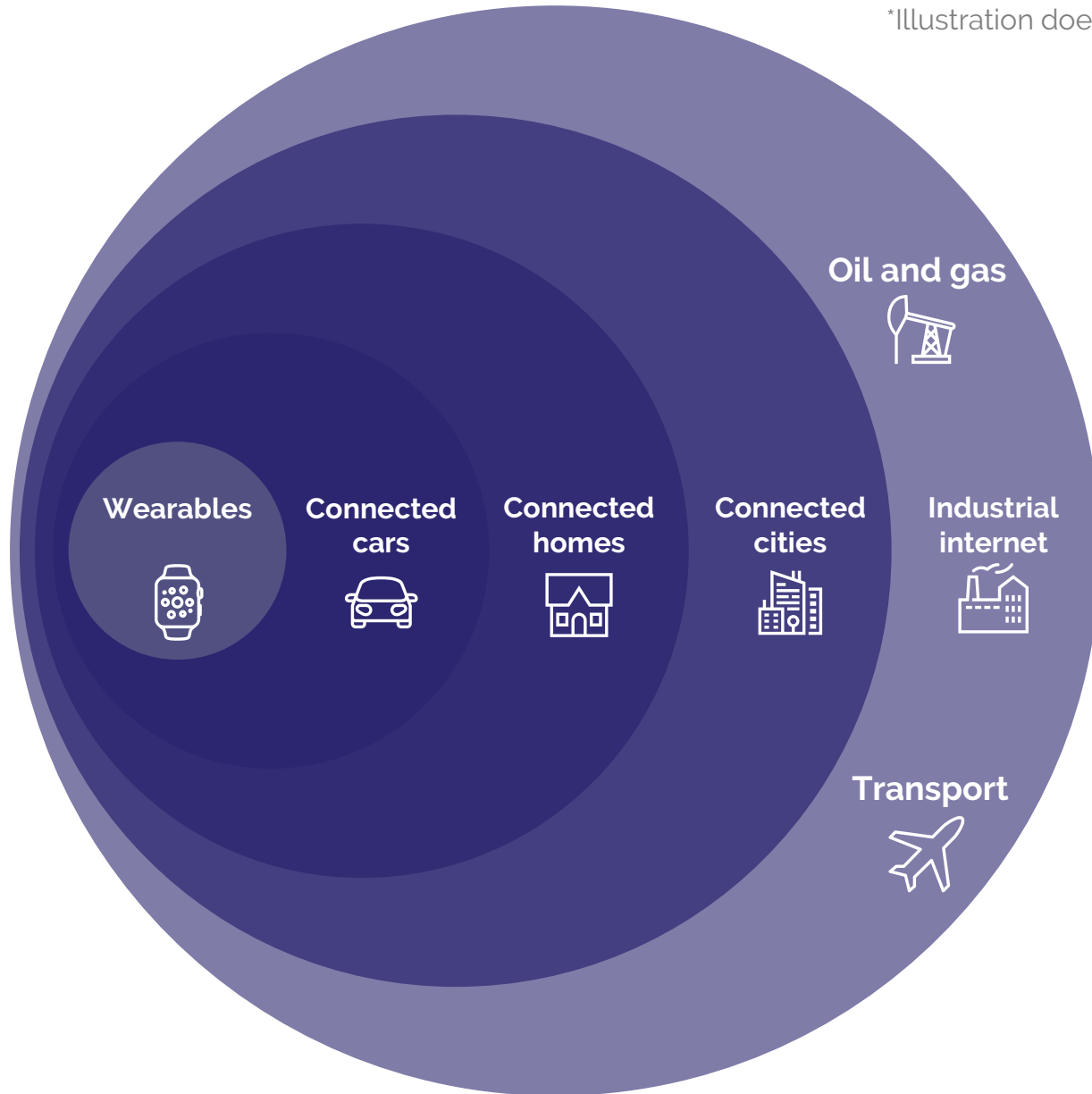


Add icons and make nice

*Illustration does not reflect market size

IoT*

*Illustration does not reflect market size



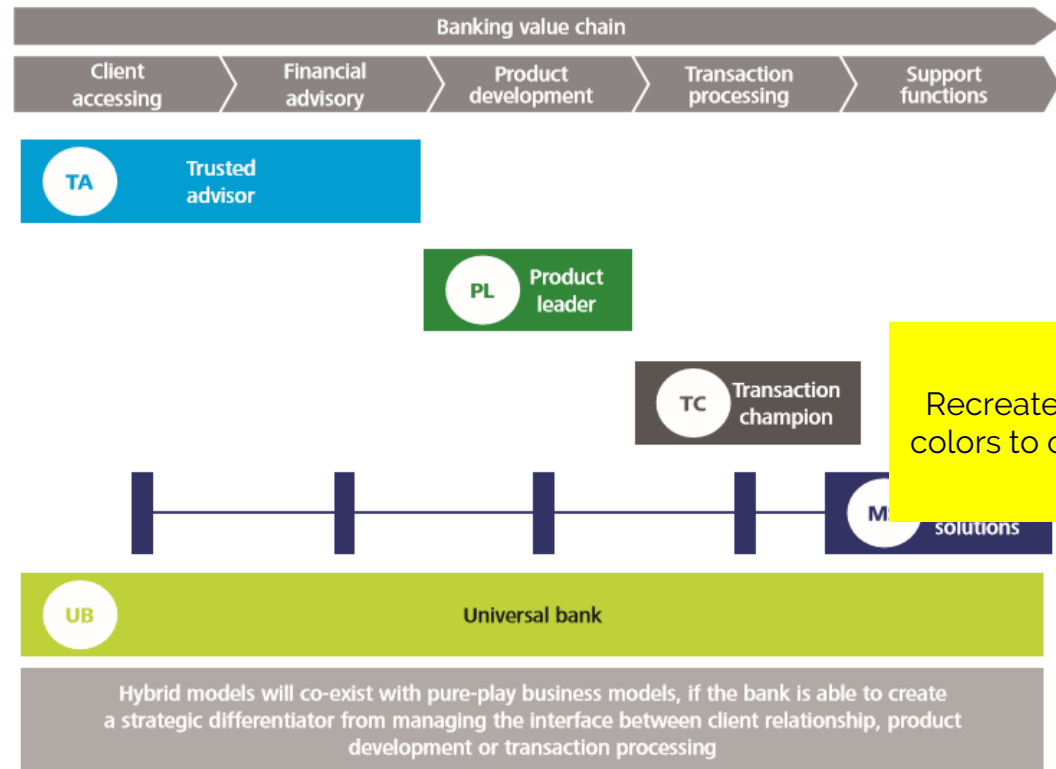
Business models: Overview

Banks need to consider their internal capabilities and external factors, and choose between pure play business models or hybrid ones

Challenges

- Increased cost pressure
 - Disaggregated value chain (standardisation)
 - New, agile entrants
 - Accelerated innovation cycles
 - More sophisticated and thus more demanding clients
- Choice

Business models



Recreate and change colors to our guidelines

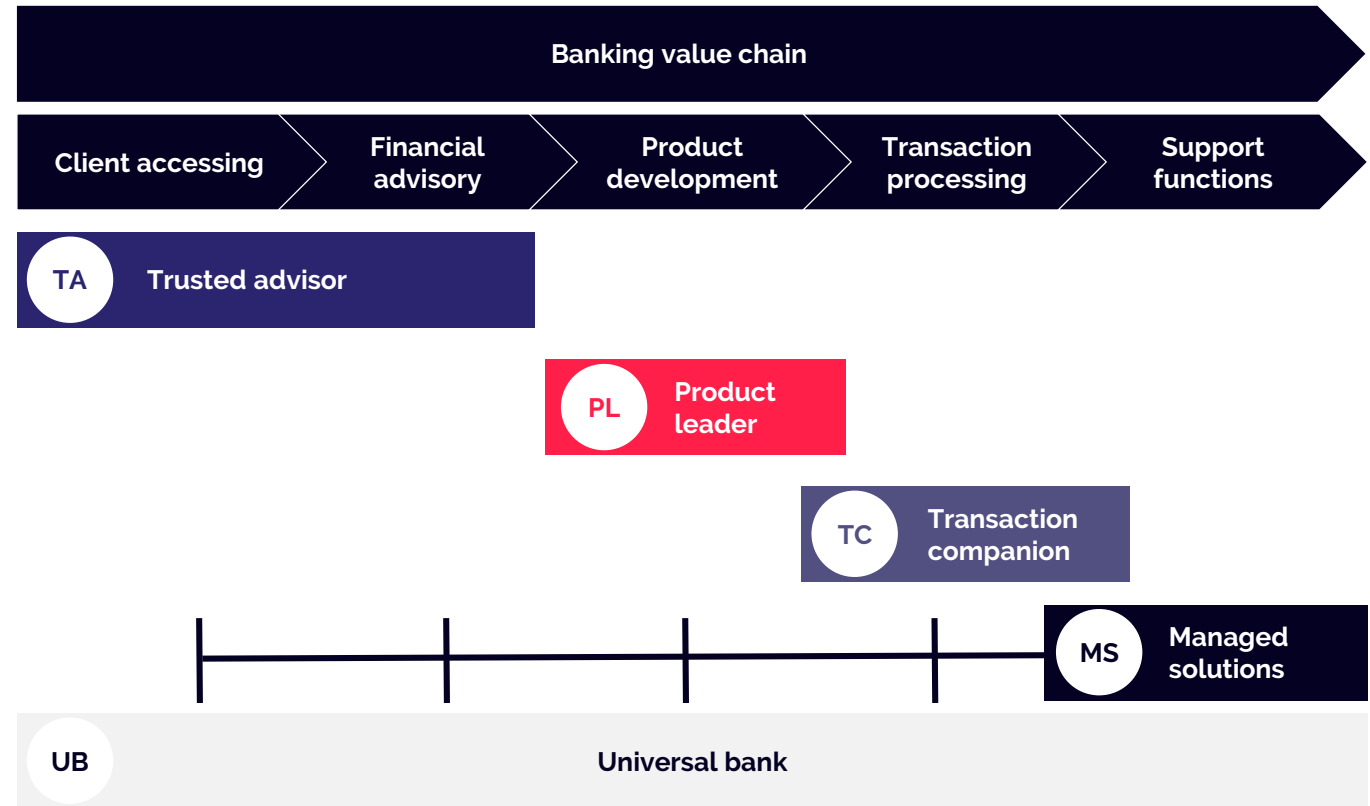
Business models: Overview

Challenges

- Increased cost pressure
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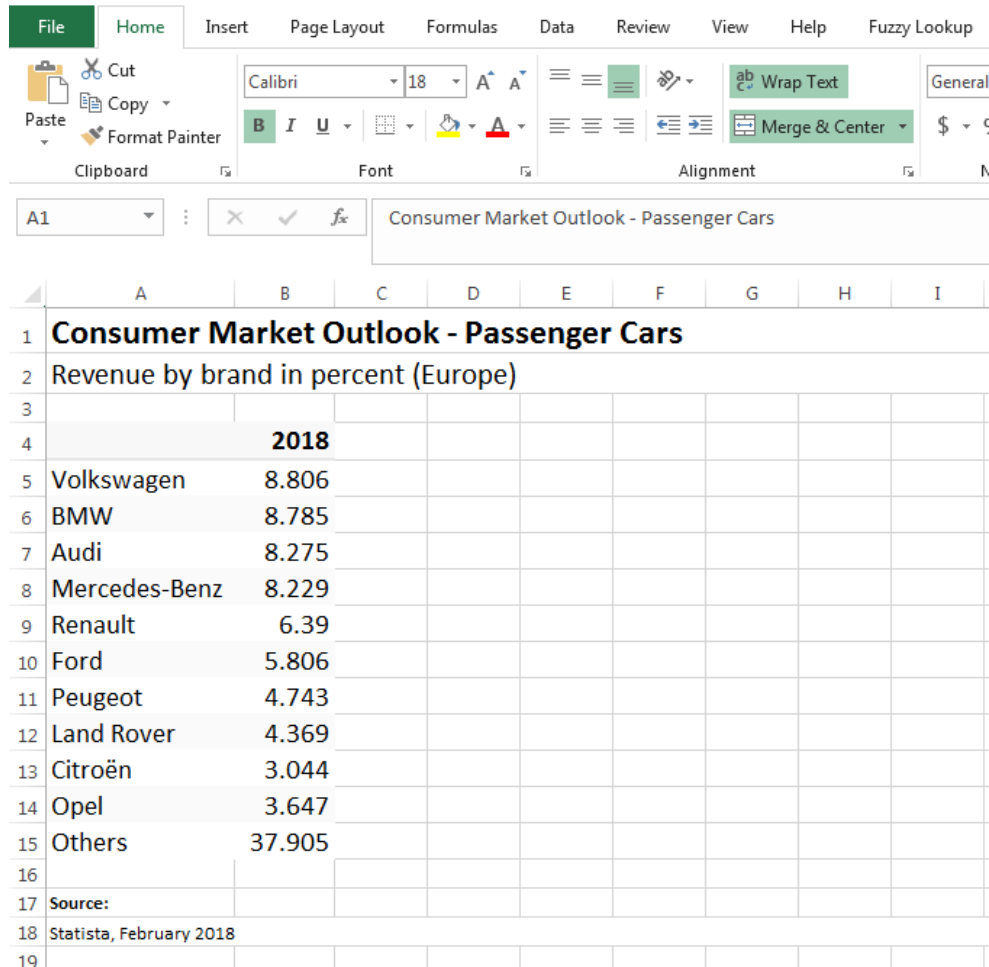
Choice

Business models



Hybrid models will co-exist with pure-play business models, if the bank is able to create a strategic differentiator from managing the interface between client relationship, product development or transaction processing

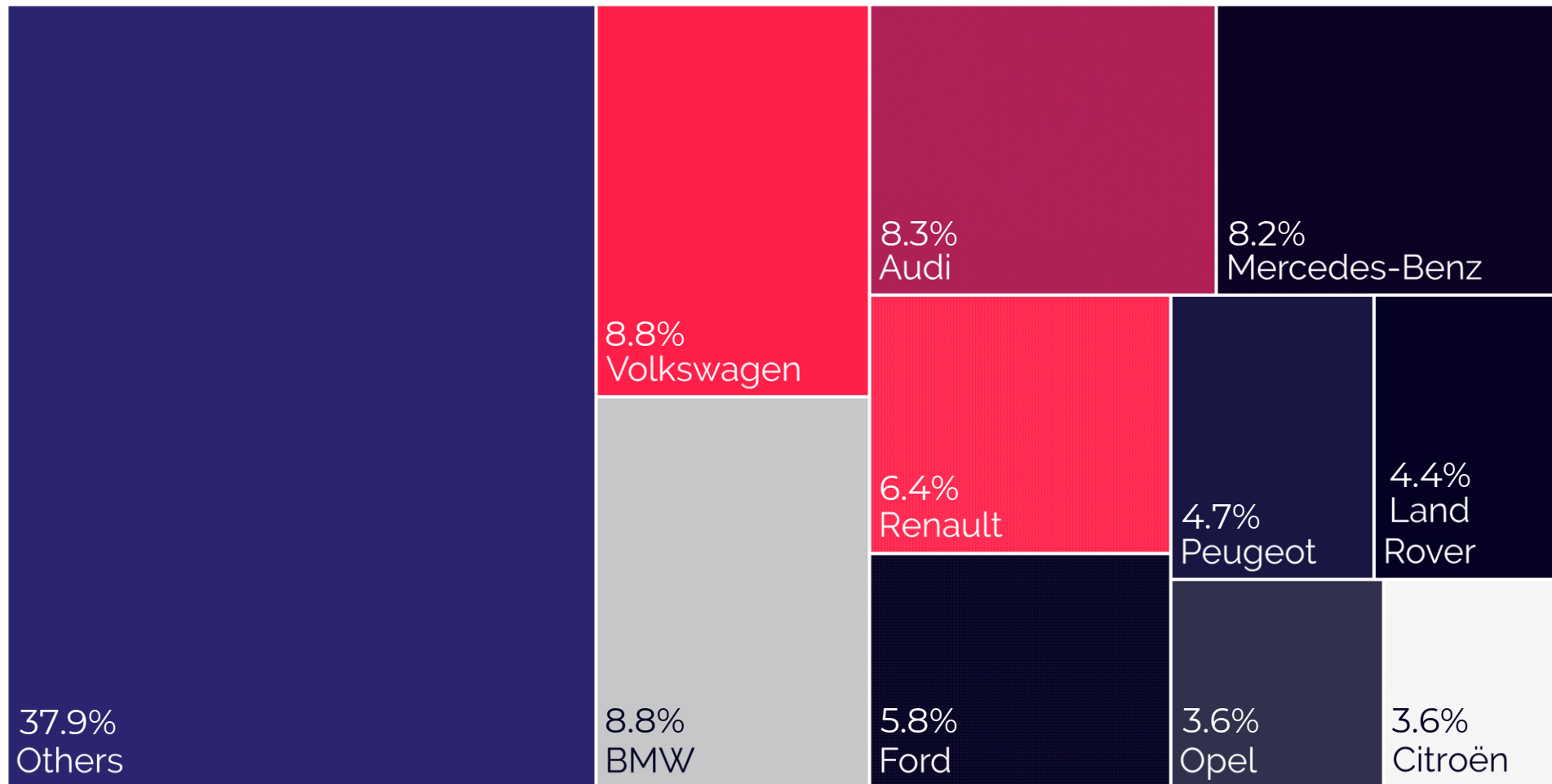
Passenger Cars



	A	B	C	D	E	F	G	H	I
1	Consumer Market Outlook - Passenger Cars								
2	Revenue by brand in percent (Europe)								
3									
4		2018							
5	Volkswagen	8.806							
6	BMW	8.785							
7	Audi	8.275							
8	Mercedes-Benz	8.229							
9	Renault	6.39							
10	Ford	5.806							
11	Peugeot	4.743							
12	Land Rover	4.369							
13	Citroën	3.044							
14	Opel	3.647							
15	Others	37.905							
16									
17	Source:								
18	Statista, February 2018								
19									

Please turn this into a good comparable chart – could be bar chart or some sort of treemap

European revenue by passenger cars in percent

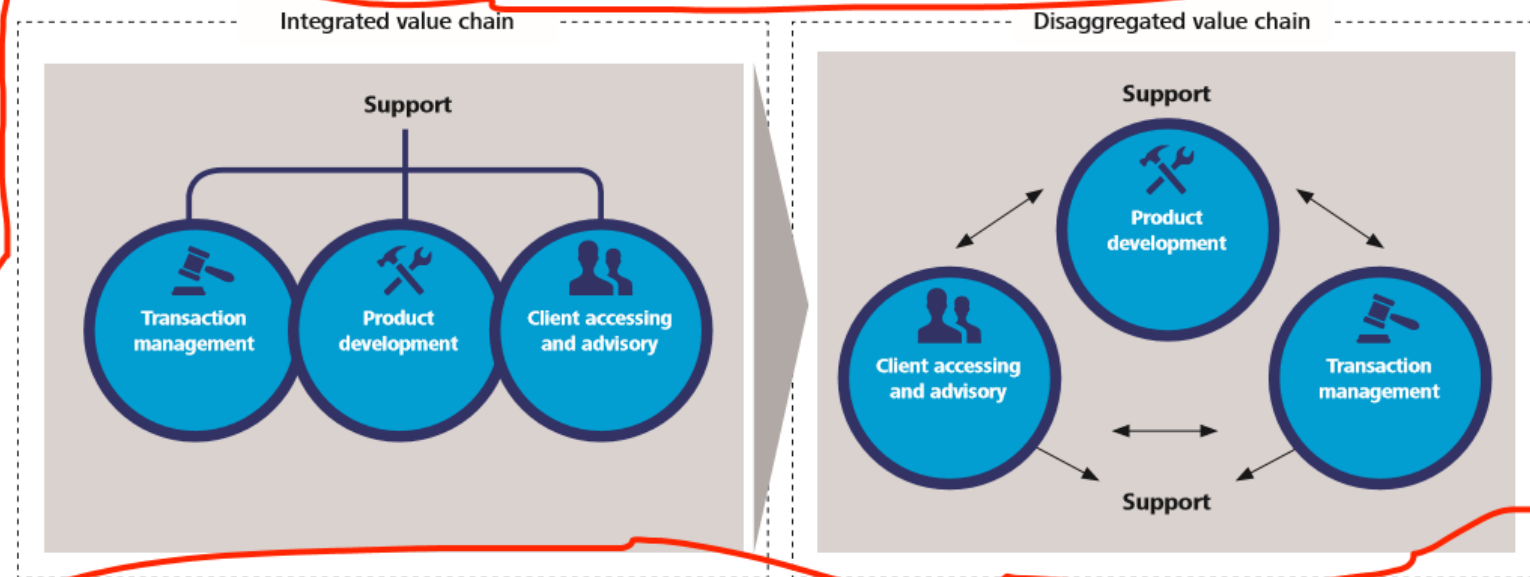


Business models: Disaggregation of value chain

Key trends and disruptive innovations drive the disaggregation of the value chain through greater standardisation

Make it editable and in our style

Evolution of the value chain



- Banking has **traditionally been an integrated business**, where financial institutions have distributed self-developed products through **proprietary channels** and have fulfilled all transaction and **support services in-house**.

- The value chain components each follows a different **economic logic** and has different technological and procedural requirements. Thus disaggregation is a natural progression if **interfaces** are sufficiently **standardised**.

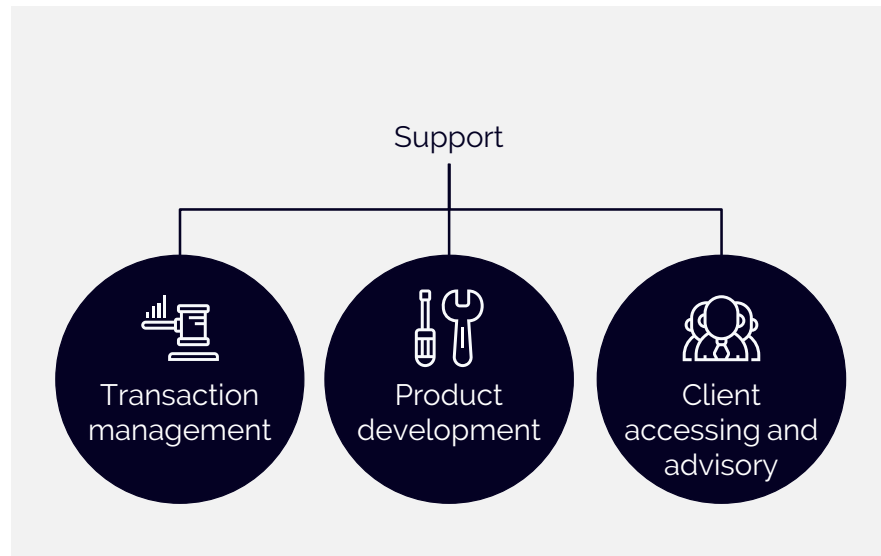
- **Disruptive innovations** combined with standardisation of processes and services facilitate the trend towards **value chain disaggregation**, creating benefits of scale or scope to the specialised firms.

Business models: disaggregation of value chain

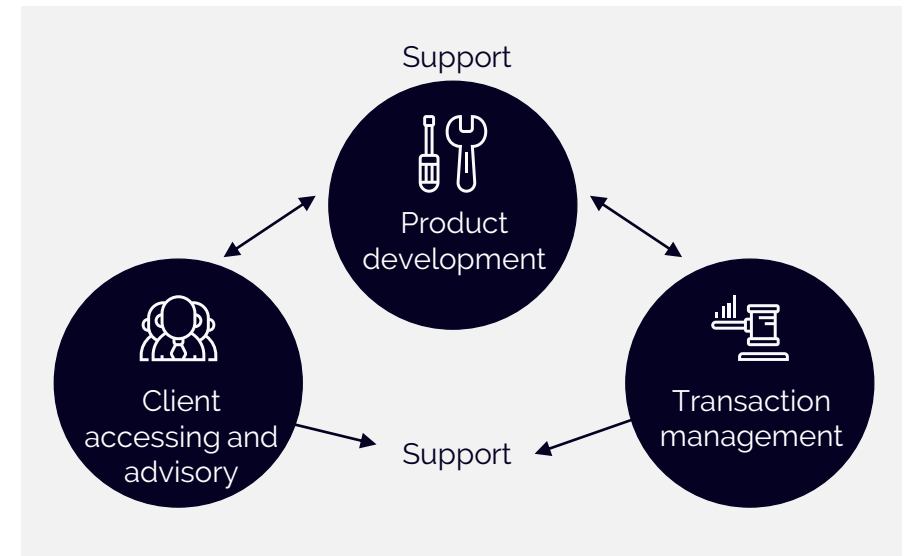
Key trends and disruptive innovations drive the disaggregation of the value chain through greater standardization

Evolution of the value chain

Integrated value chain



Disaggregated value chain



Banking has **traditionally been an integrated business**, where financial institutions have distributed self-developed products through **proprietary channels** and have fulfilled all transaction and **support services in-house**.

The value chain components each follows a different **economic logic** and has different technological and procedural requirements. Thus disaggregation is a natural progression if **interfaces** are sufficiently **standardised**.

Disruptive innovations combined with standardisation of processes and services facilitate the trend towards **value chain disaggregation**, creating benefits of scale or scope to the specialized firms.

Unilever owned companies

Please spice this up

Brand	Product	Country	Release
Knorr	Food	Germany	1838
Lux	Soap	United Kingdom	1925
Dove	Personal care	UK	1955
Lipton	Tea	United kingdom	1890
Sunsilk	Hair care	United Kindom	1954
Magnum	Ice cream	Belgium	1989

Unilever owned companies



Loren Ipsum

Use your creative powers and turn the timeline into something more visually appealing

January: Scope

February: Plan

March: Prioritise

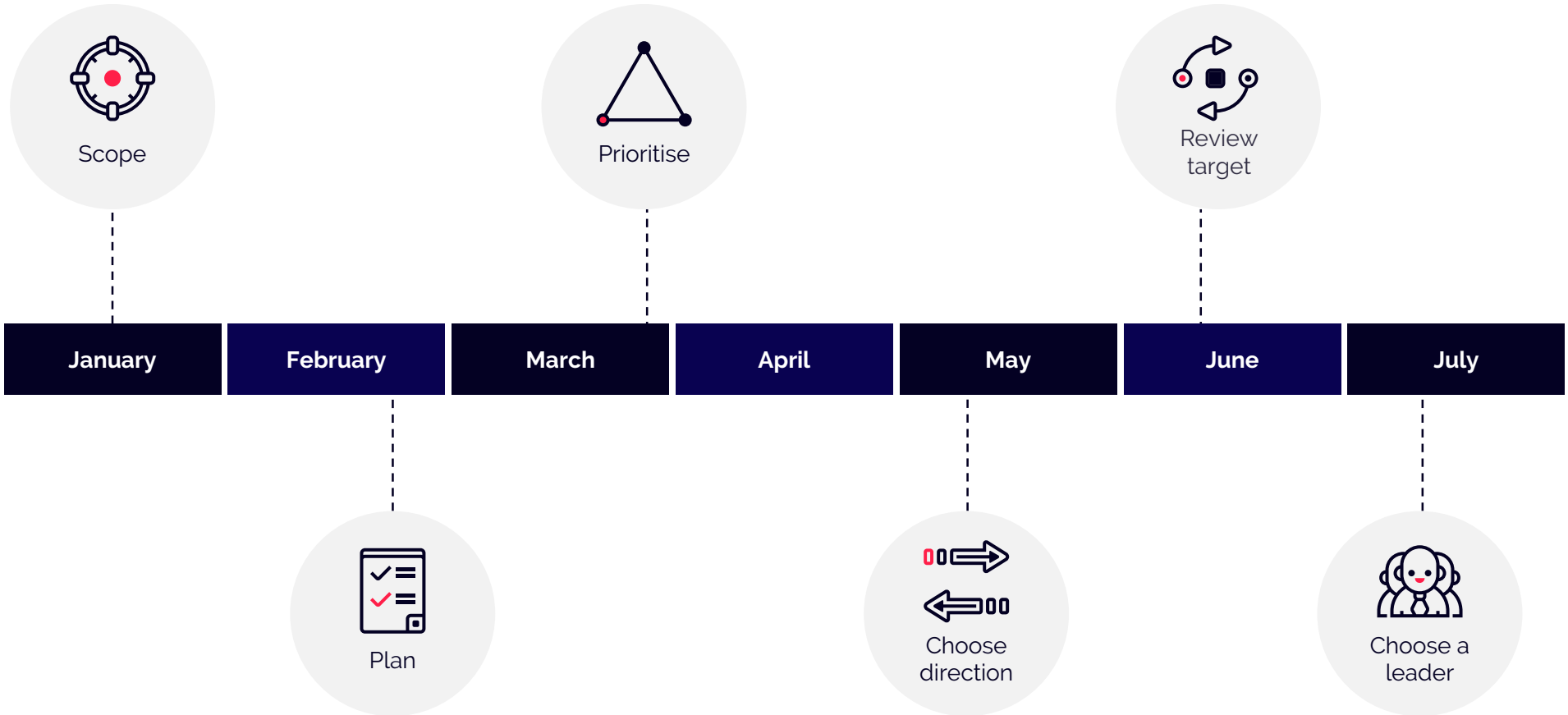
May: Choose direction

June: Review target

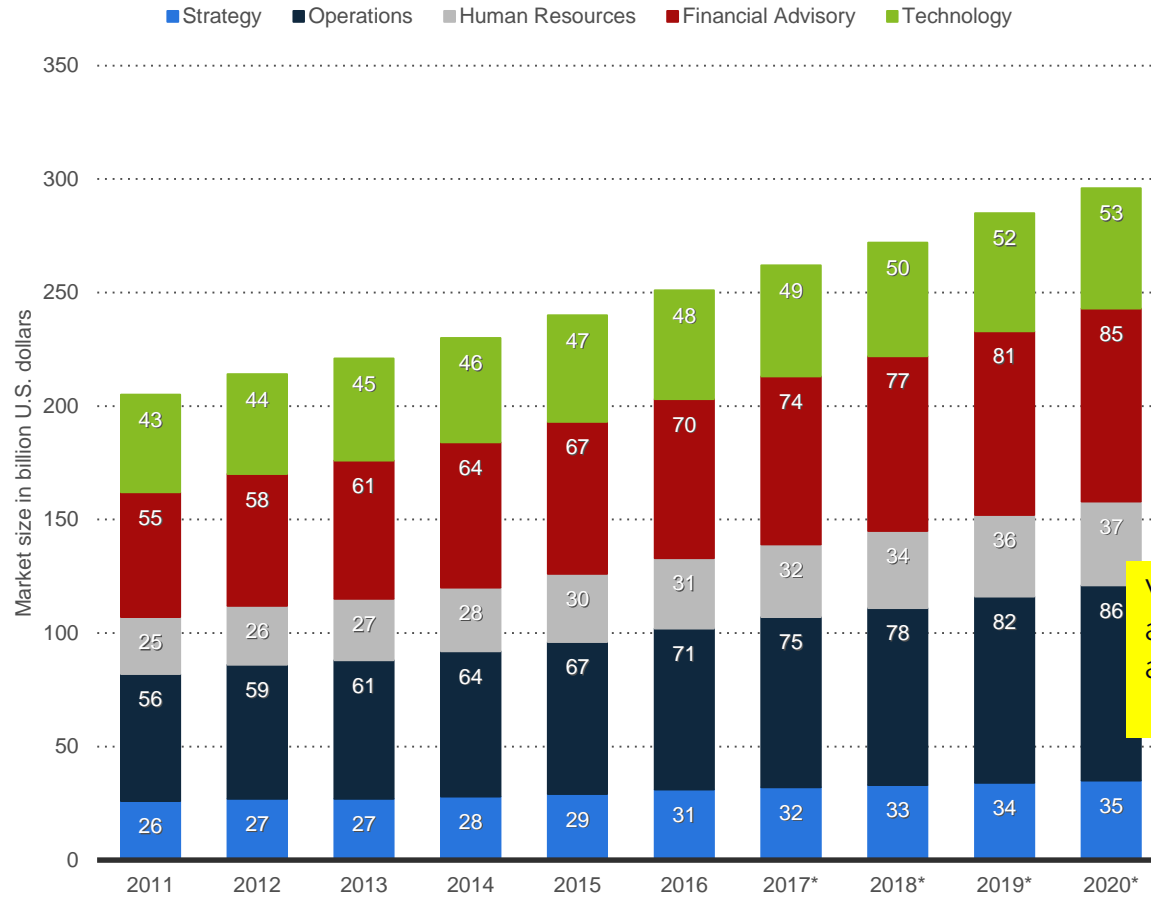
July: Choose a leader



Loren Ipsum

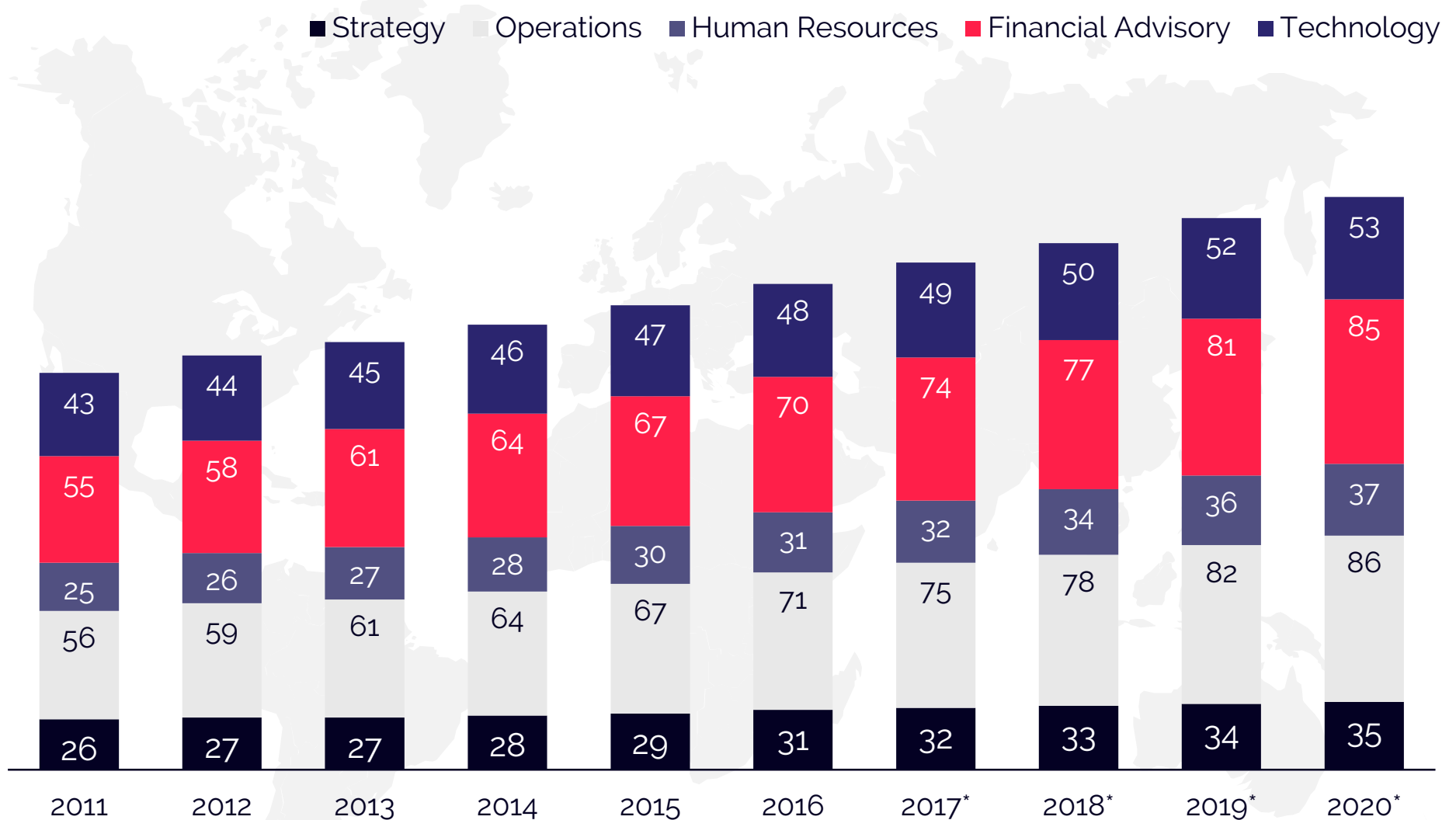


Size of global consulting market from 2011 to 2020, by segment (in billion U.S. dollars)



Worldmap as background and highlight financial advisory

Size of global consulting market from 2011 to 2020, by segment USDb

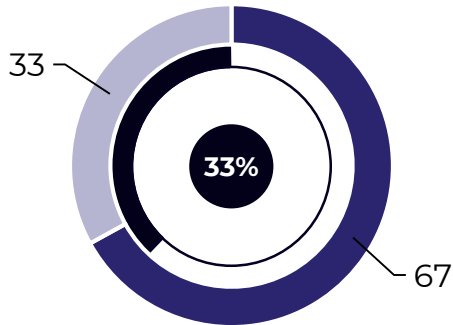


Lorem ipsum

Option	Description	Lorem ipsum	Light	Dark	Total
Option 1	Dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.	Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin pharetra nonummy pede. Mauris et orci.	33	67	33
Option 2	Dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.	Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin pharetra nonummy pede. Mauris et orci.	33		
Option 3	Dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.	Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin pharetra nonummy pede. Mauris et orci.	33	67	33

Can you please visually enhance this? I'd be great if the light, dark and total can be visualized in one chart.

Lorem Ipsum

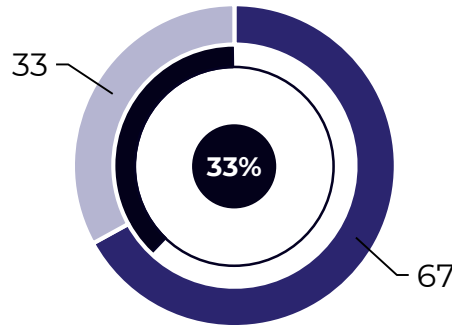


Option 1

Dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

Lorem ipsum

Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin pharetra nonummy pede. Mauris et orci.

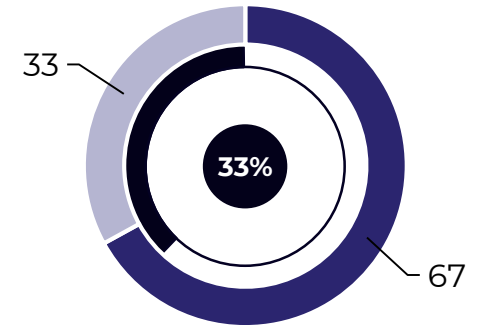


Option 2

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Option 3

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Lorem ipsum

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Lorem Ipsum



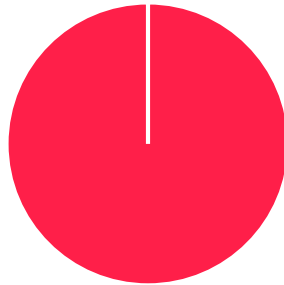
Option 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore



Option 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore



Option 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore

Please beautify this.
Numbers does not have to
be reflected 1-to-1

Lorem Ipsum



Option 1



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore

Option 2



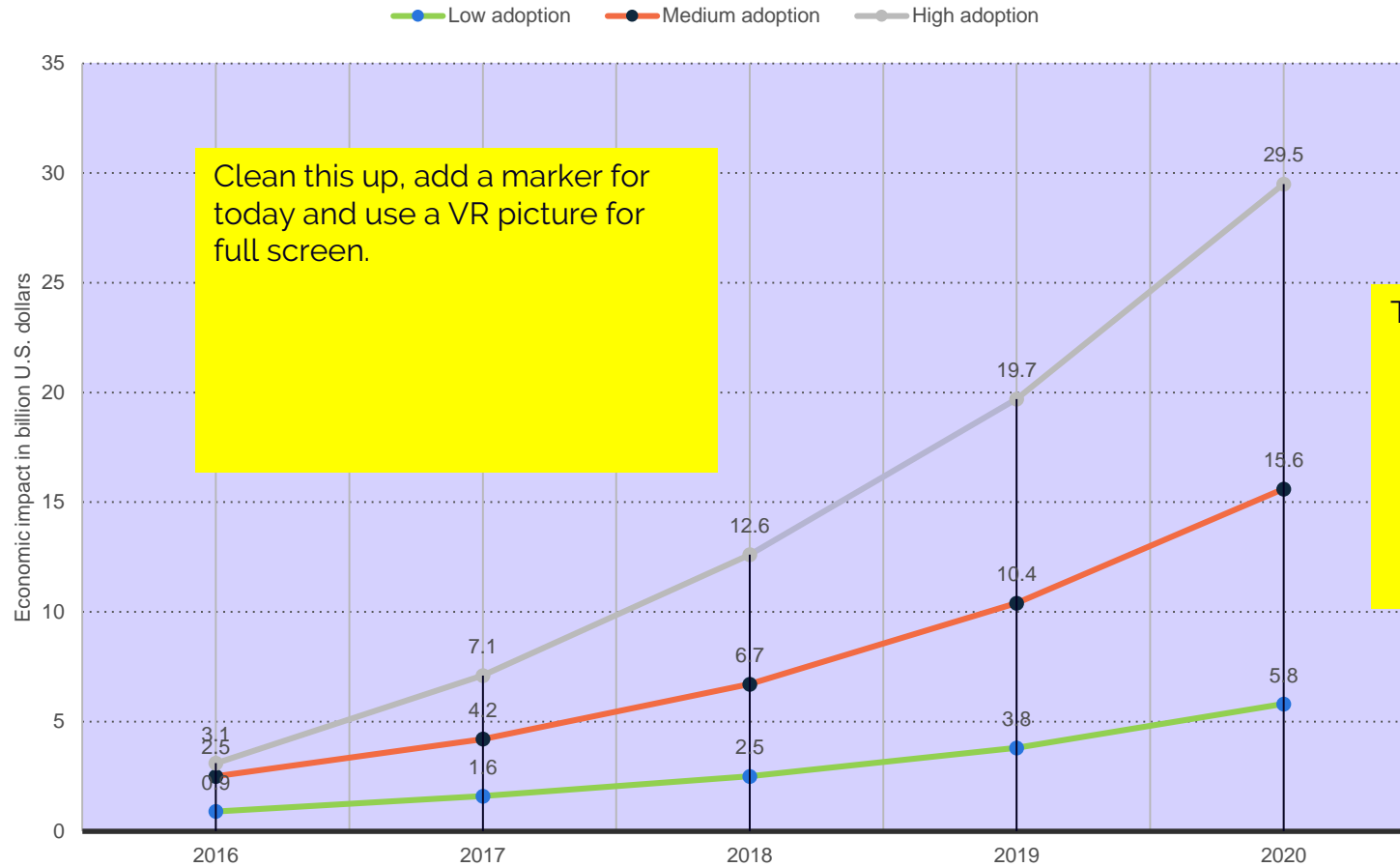
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore

Option 3



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore

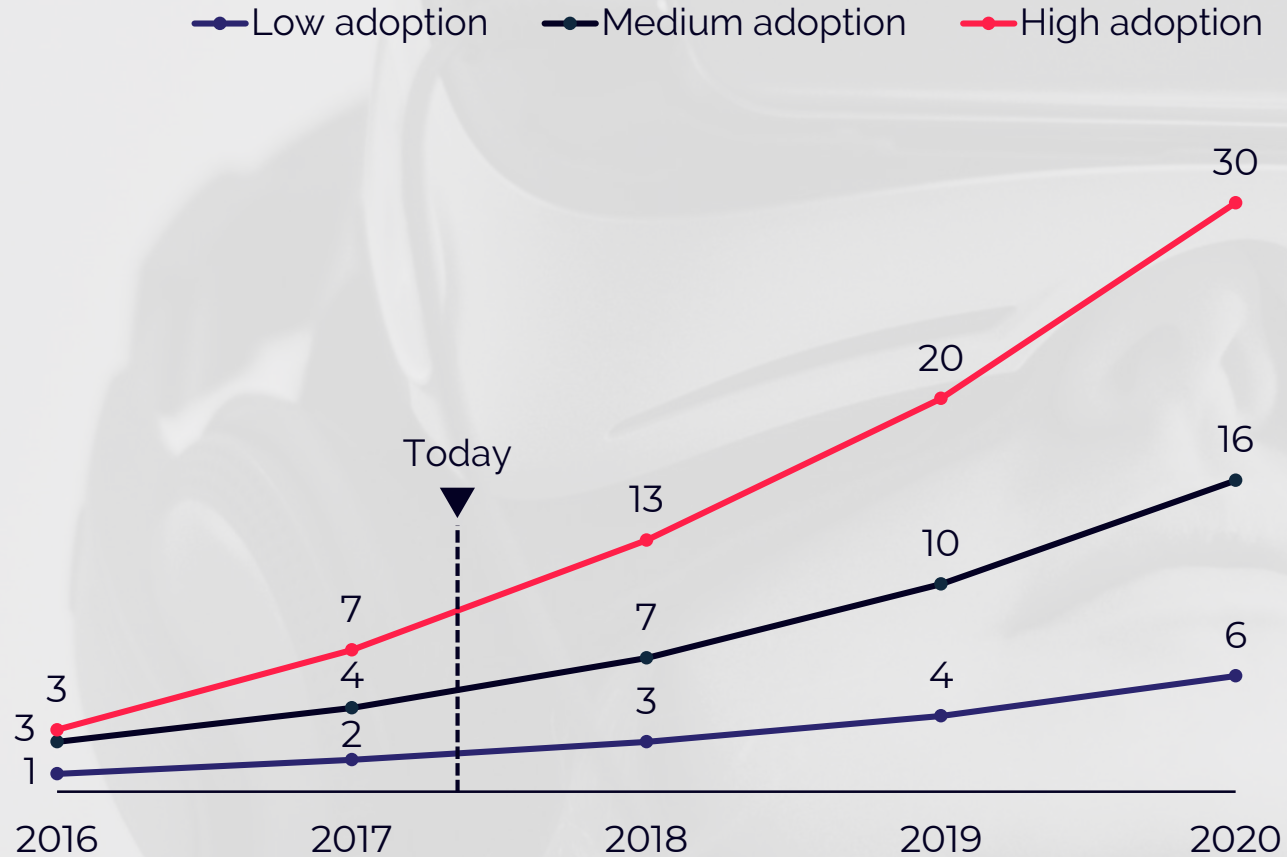
Global economic impact of VR and AR, forecast USD**b**



Clean this up, add a marker for today and use a VR picture for full screen.

Takeaway box

Global economic impact of VR and AR, forecast USD**b**



Takeaway box



3 Brush Up

Here it go again!

1 Priority: High

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam vel risus eget nibh dictum efficitur eget ac dui. Donec ullamcorper gravida consectetur. Sed posuere quam felis, a varius turpis rutrum eu.

3 Priority: medium

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2 Priority: medium-high

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4 Priority: Low

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Visually enhance

Here it go again!

Priority: High

1

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Priority: Medium-high

2

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Priority: Medium

3

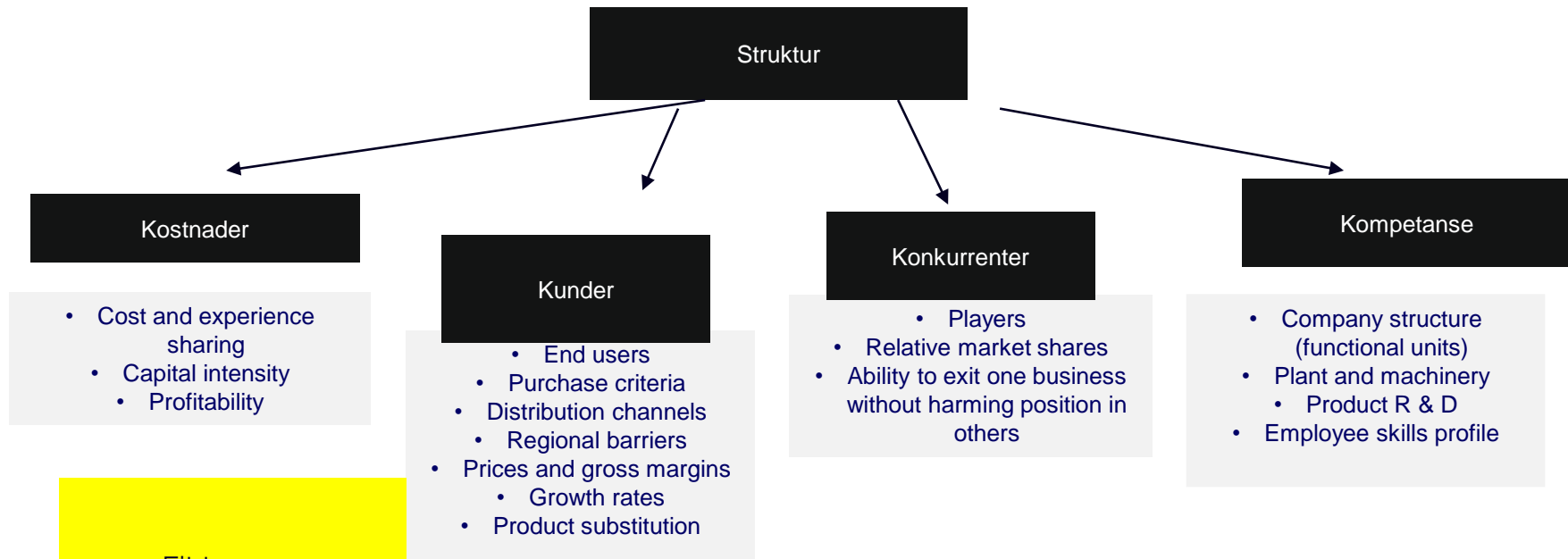
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Priority: Low

4

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Selskapets struktur vurderes i lys av behovet for å være et konsern eller en helhetlig enhet gjennom overlapp mellom fire faktorer



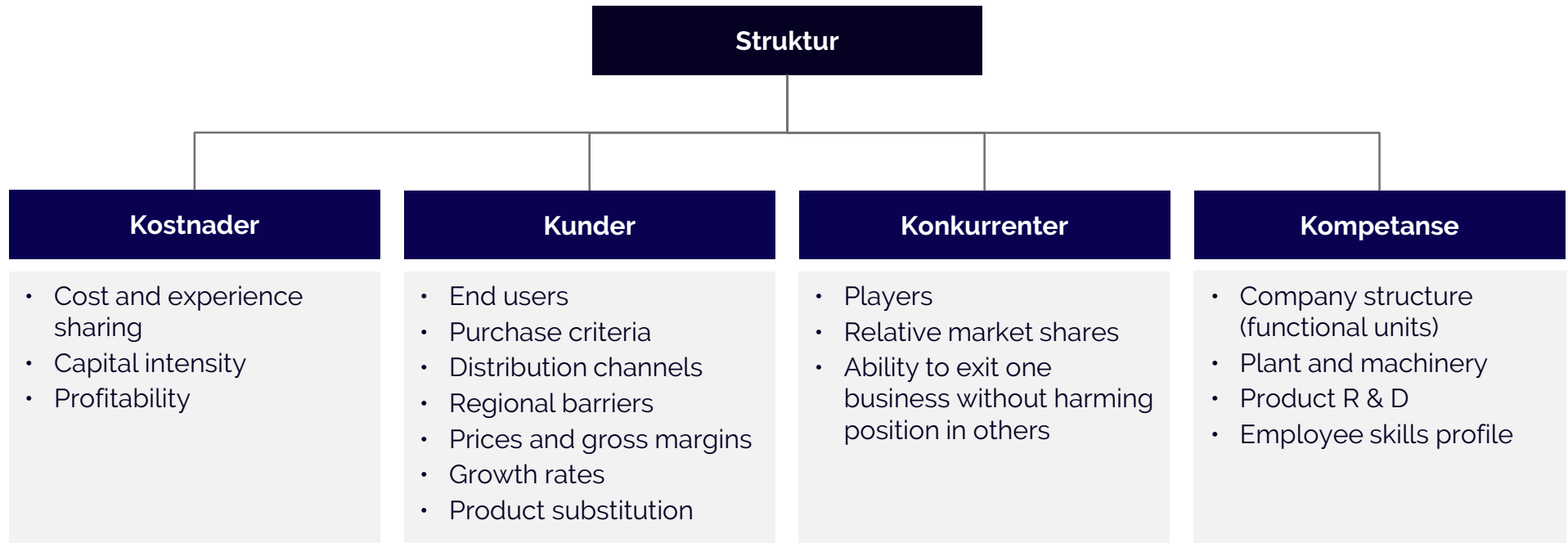
Fit to page

Bakgrunn

A business is defined as an arena within which it is possible to establish and maintain a competitive advantage

- The four principal determinants of boundaries are related to costs, customers, competitors and competencies.
 - Once identified, these boundaries define the arena within which
 - scale leads to differentiated competitive performance
 - relative market share plus shared cost advantages determine relative cost positions
 - independent pricing decisions cannot be made without relative market share consequences

Selskapets struktur vurderes i lys av behovet for å være et konsern eller en helhetlig enhet gjennom overlap mellom fire faktorer



Bakgrunn

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- The four principal determinants of boundaries are related to costs, customers, competitors and competencies.
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Leading video streaming online services in the United Kingdom (UK) as of August 2016, based on monthly unique users (in millions)



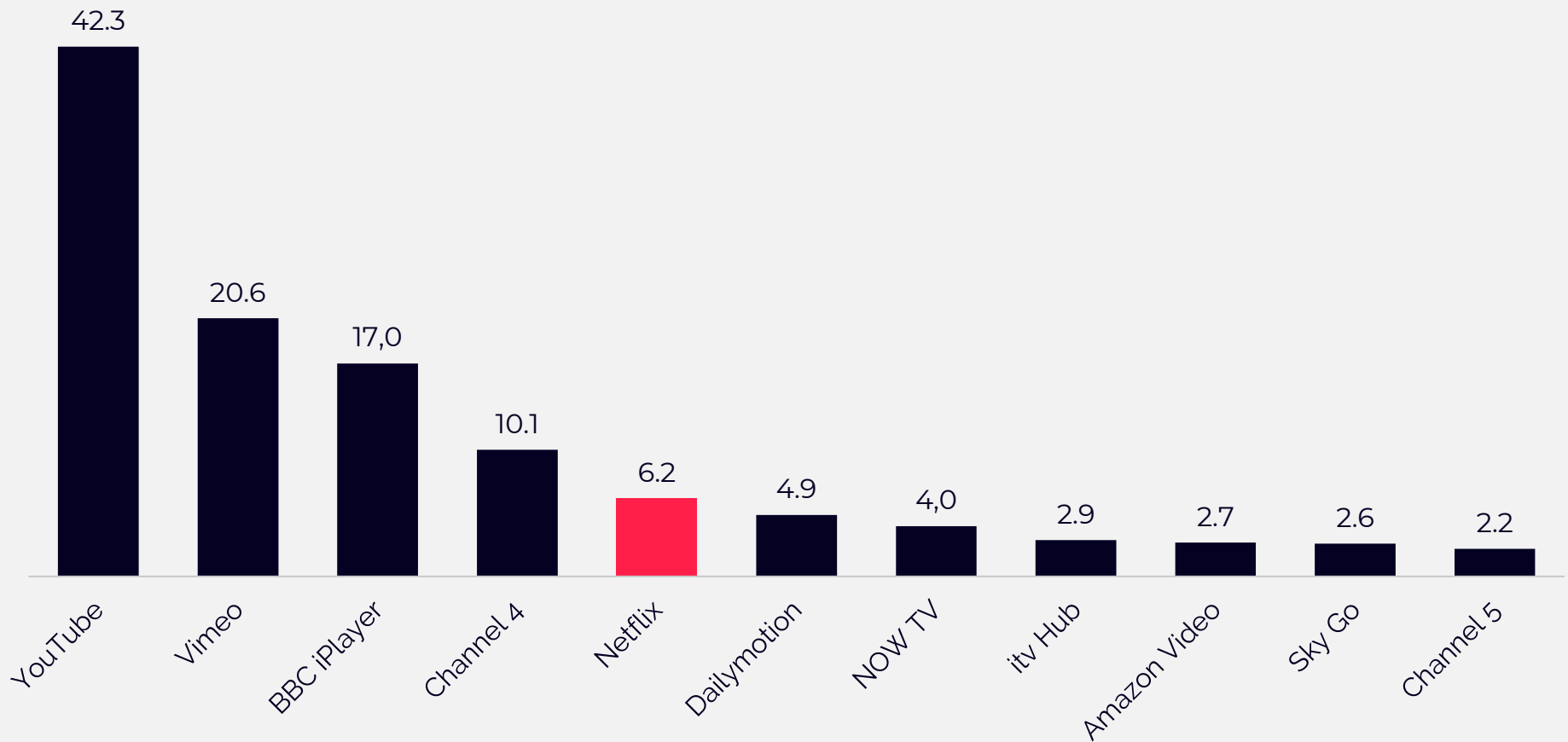
Note: United Kingdom; August 2016; 18 years and older; internet users

Further information regarding this statistic can be found on [page 8](#).

Source: Verto Analytics [ID 616922](#)

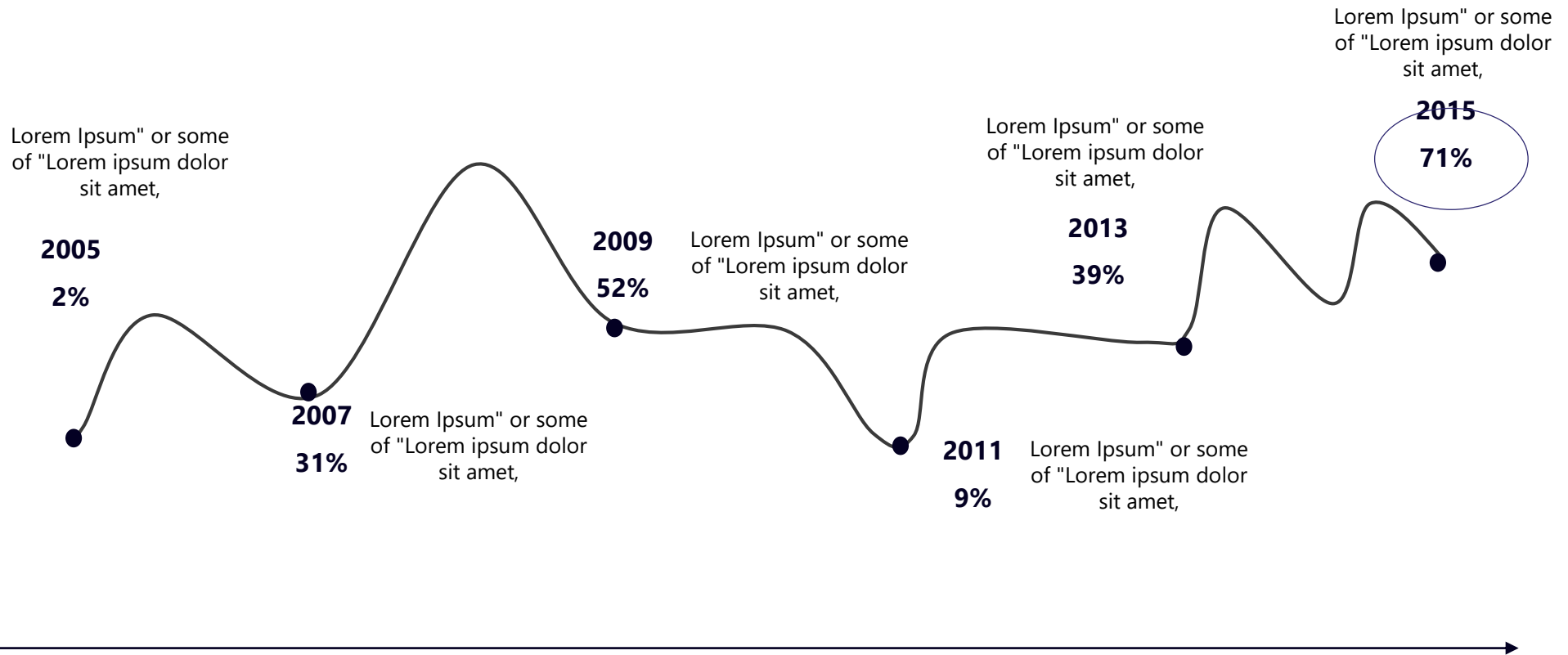
Leading video streaming online services in the United Kingdom (UK) as of August 2016

Monthly unique sessions, millions



Lorem Ipsum

Please make this better and keep the curved lines between the years



The 8 parts of speech

The 8 parts of speech

- Noun: a thing or idea
 - Rock, dog, John, Democracy, birthday, gravity
- Verb: An action
 - Like run, jump or read;
 - A state of being: Like is or was
- Adverb: Tells how an action occurred
 - Quickly, slowly, carefully
- Adjective: Tells about a noun
 - Big, red, Fred's
- Pronoun: used to replace a noun
 - It, I, them
- Preposition: describes a relationship
 - On, over, for, beside
- Conjunction: Joins words or phrases
 - And, or, because
- Interjection: A word of surprise
 - Wow! Oh my!

Please clean up. It's okay to restructure.

The 8 parts of speech

A thing or idea

rock, dog, John, democracy,
birthday, gravity

A word of surprise

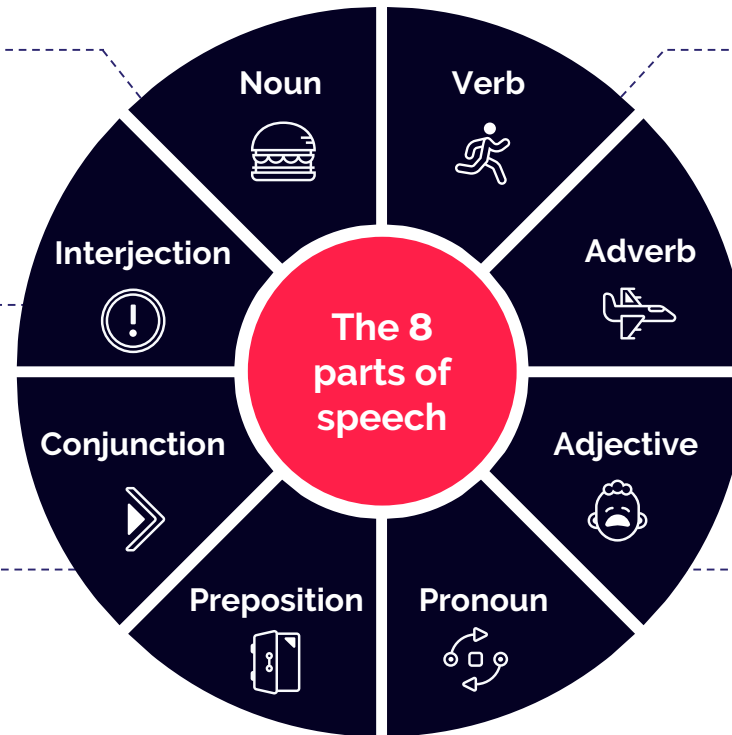
Wow! Oh my!

Joins words or phrase

and, or, because

Describes a relationship

on, over, for, beside



An action

like run, jump, or read

Or a state of being

like is or was

Tells how an action occurred

Quickly, slowly, carefully

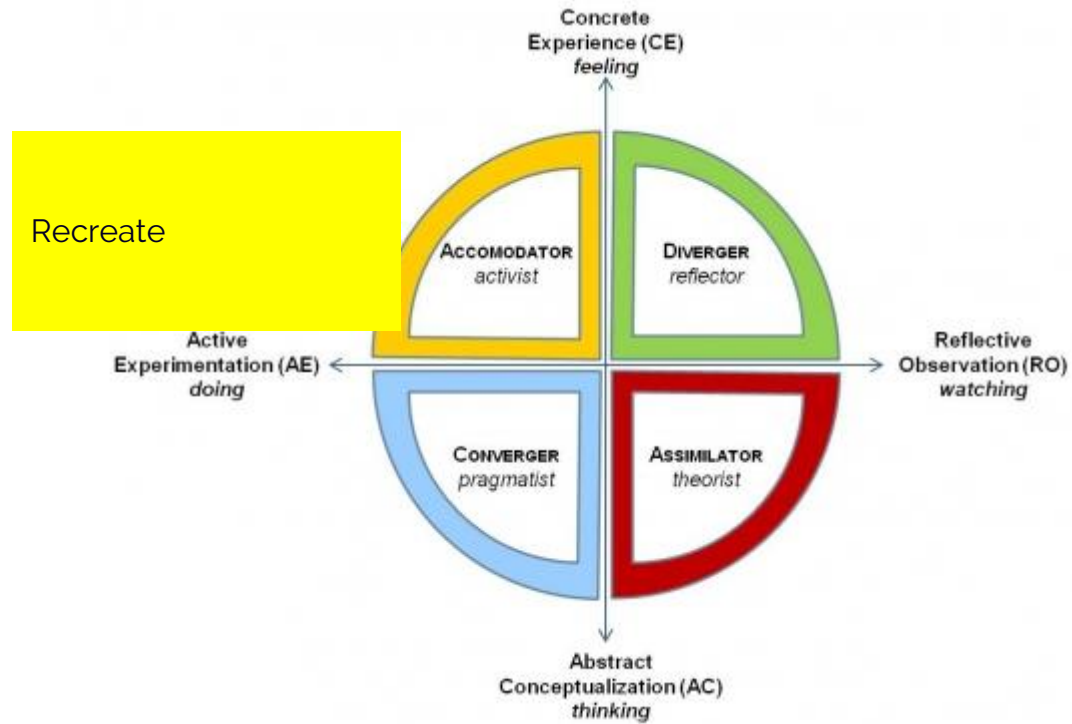
Tells about a noun

big, red, Fred's

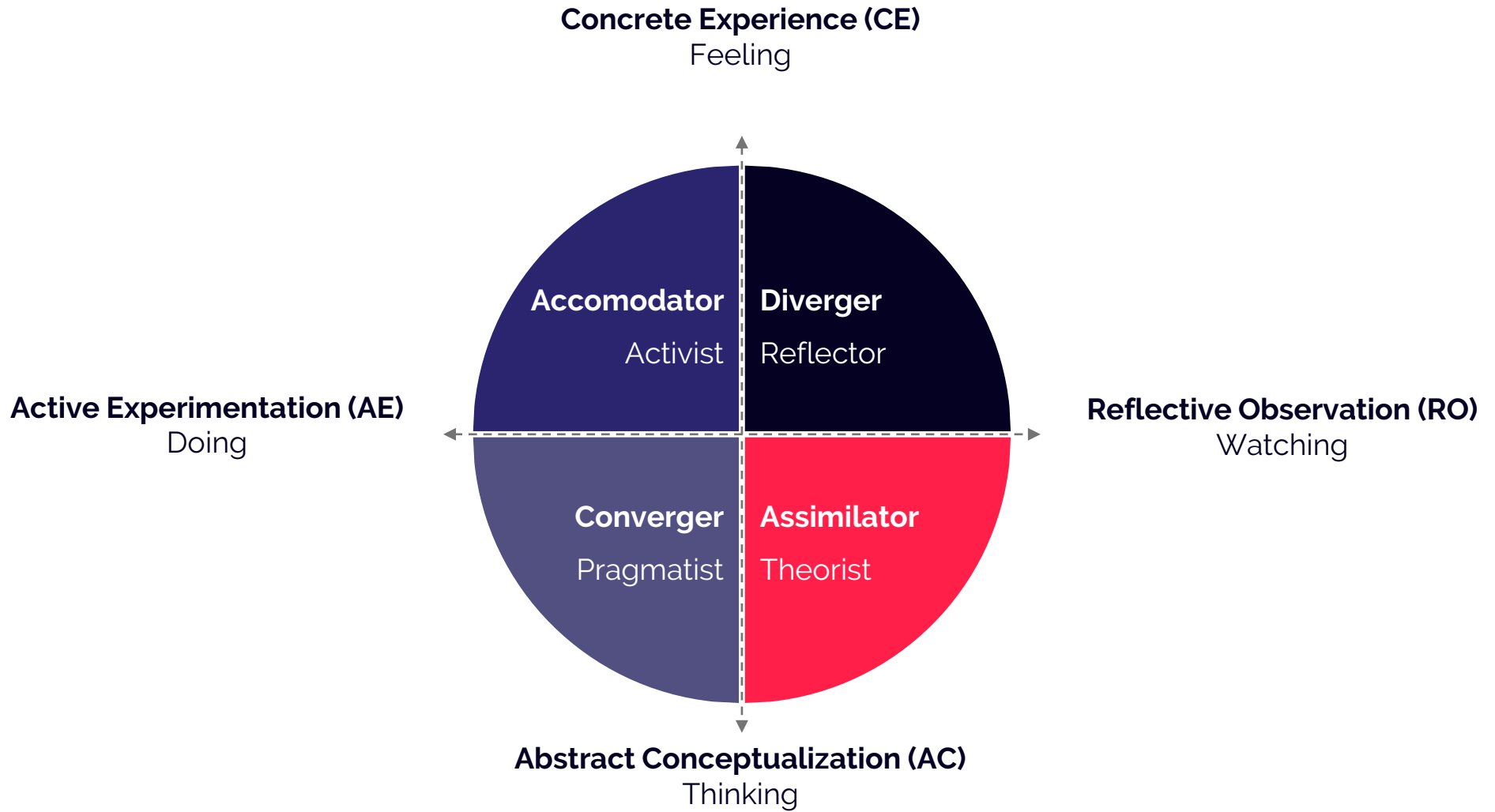
Used to replace a noun

it, I them

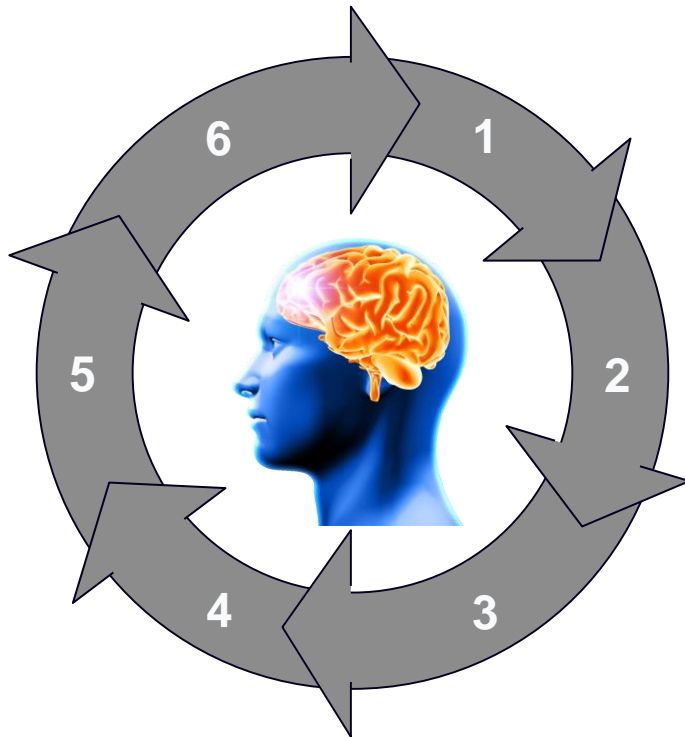
Minerva model



Minerva model



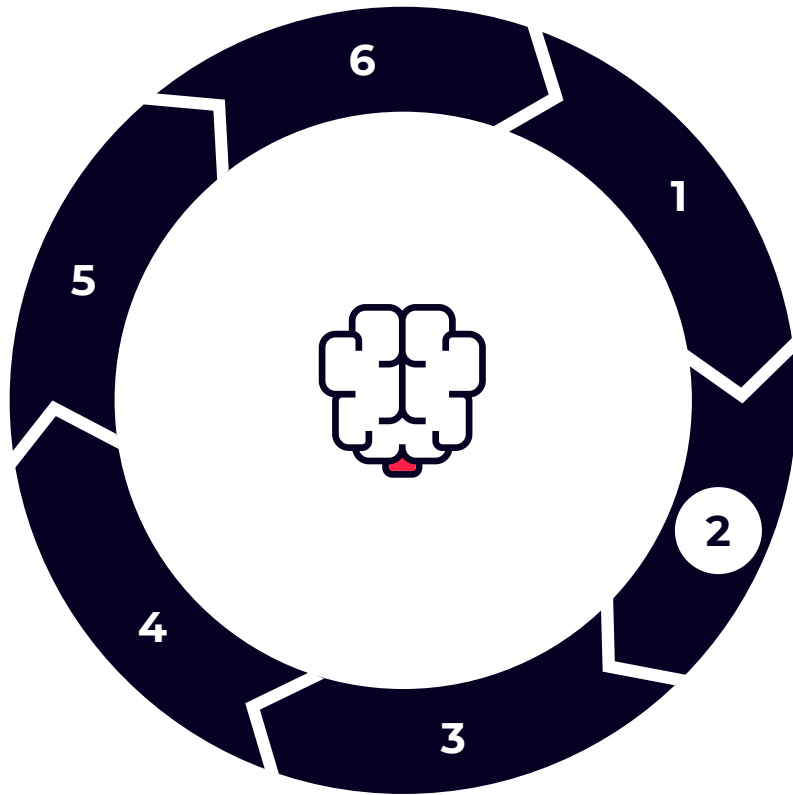
How are we going to do it?



This feels generic. Can you please clean it up

1. Plan
- 2. Research**
3. Analyse
4. Discuss
5. Implement
6. Reflect

How are we going to do it?



- 1 Set a goal 
- 2 Research **
- 3 Get an idea 
- 4 Compare 
- 5 Implement 
- 6 Approval 

Key trends

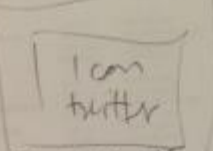
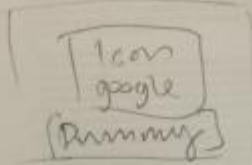
Digital disruptors use digital technology to enter the market for banking services and to deliver a more seamless customer experience

Turn into proper slide

Examples of ~~the~~ how new competitors are making their way into banking
(More text!)

Conclusion

Technology firms do not want to replicate the universal banking model. However, they innovate around it, undermining the traditional integrated banking business model



Bardays UK has launched peer-to-peer twitter payments via its mobile application Pingit

Conclusion

- Google, Twitter, facebook and Alibaba do not seek to enter banking business as such, but they are interested in selling banking products, apps and services to consumers in order to maintain acquisition traction and to provide add-on services
- Positioning themselves across the entire payments process gives them an opportunity to earn high-frequency, low margin revenue as well as the ability to purchase behaviour insight.

(Make over)

Key trends: new competitors

Digital disruptors use digital technology to enter the market for banking services and to deliver a more seamless customer experience

Examples how new competitors are making their way into banking



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Barclays UK has launched peer-to-peer Twitter payments, via its mobile application Pingit



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Conclusion

Technology firms do not replicate the universal banking model. However they innovate <...> it, undermining the traditional integrated banking business model.

Google, twitter, facebook and Alibaba do not want to enter the banking business as such; but they are interested in selling banking products, apps and services to consumers in order to <...> acquisition traction and to provide add-on services.

Positioning themselves across the entire payment process gives them an opportunity to earn high-frequency, low margin revenue as well as the ability to capture purchase behaviour insights.

Daily Domestic Chart for Monday November 6th, 2017

Rank	Movie	Distributor	Gross USD	Change	Thtr.	Per thtr. USD	Total Gross USD	Days
1	Thor: Ragnarok	Walt Disney	8,247,661	-74%	4,08	2,021	130,992,650	4
2	A Bad Moms Christmas	STX Entertainment	1,338,730	-69%	3,615	370	22,623,997	6
3	Jigsaw	Lionsgate	530,308	-68%	2,941	180	29,224,925	11
4	Geostorm	Warner Bros.	255,687	-73%	2,666	96	29,185,059	18
5	Tyler Perry's Boo 2!	Lionsgate	240,819	-78%	2,202	109	43,090,432	18
6	Blade Runner 2049	Warner Bros.	231,766	-67%	1,464	158	85,774,268	32
7	Happy Death Day	Universal	216,005	-66%	2,184	99	53,069,225	25
8	Thank You for Your Service	Universal	208,680	-65%	2,083	100	7,511,265	11




The process

Fit to page

	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Overall	Scoping and planning	Execution		Evaluation
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The process

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Overall	Scoping and planning	Execution		Evaluation
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Making it easier for the
world's businesses to
focus on what they do
best