**Economic Incentives Template for Vertical Market Analysis - Template**

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| **1. Conduct a brainstorming session with 3-4 experts for each of the items listed on the form below, considering conditions specific to your organisation.** |

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| **Indicator** | **Explanation** | **Own Assessment** |
| **What are the main inputs needed into production processes?** | Input categories can include: capital (hardware, software, buildings), human capital (R&D, MINT skills), etc. | Click or tap here to enter text. |
| **In what fields is the company active?** | Firms can be active in one or several fields. | Click or tap here to enter text. |
| **Technological integration?** | Is there vertical technological integration needed with other firms' products or services? Is the organisation’s product/service platform dependent or independent? | Click or tap here to enter text. |
| **Adjacent supply chains?** | Are there any products/services that must be purchased from others in order to be able to provide the good or service? | Click or tap here to enter text. |
| **Distribution to end-users?** | What kind of distribution network is needed in order to bring the product to the end-user? | Click or tap here to enter text. |
| **Customer feedback cycle?** | What are the feedback mechanisms in order to integrate customer opinions and suggestions? | Click or tap here to enter text. |
| **Output - final products or interim products?** | Who are the final consumers of the product, and if the product is an interim input into another firms’ production, who are the customers of those firms? | Click or tap here to enter text. |

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| **2. Use results of this assessment to inform internal presentations or for integration into a business plan.** |