



**ServiceDigiCulture**

### **Examples of challenge areas to choose from**

You can select one of the challenges areas listed below or choose your own.

1. Not having customers
2. Need to find new markets
3. Insufficient resources
4. New consumption trends influencing own work
5. Digitalisation
6. Sustainability
7. Entrepreneurs do not have resources for services (Not enough to serve)
8. Cultural inadaptability to markets
9. Old products/service
10. Special societal situation like the pandemic
11. Differentiation from competitors



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