

# Creative Strategies for Survival in a Crisis

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## TunisianStartups.



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# Overview

- **Danger, Opportunity and Change**
- **Creativity in the Studio and Office**
- **The 'Business Formula'**
- **Diversification: from Ansoff to COVID**

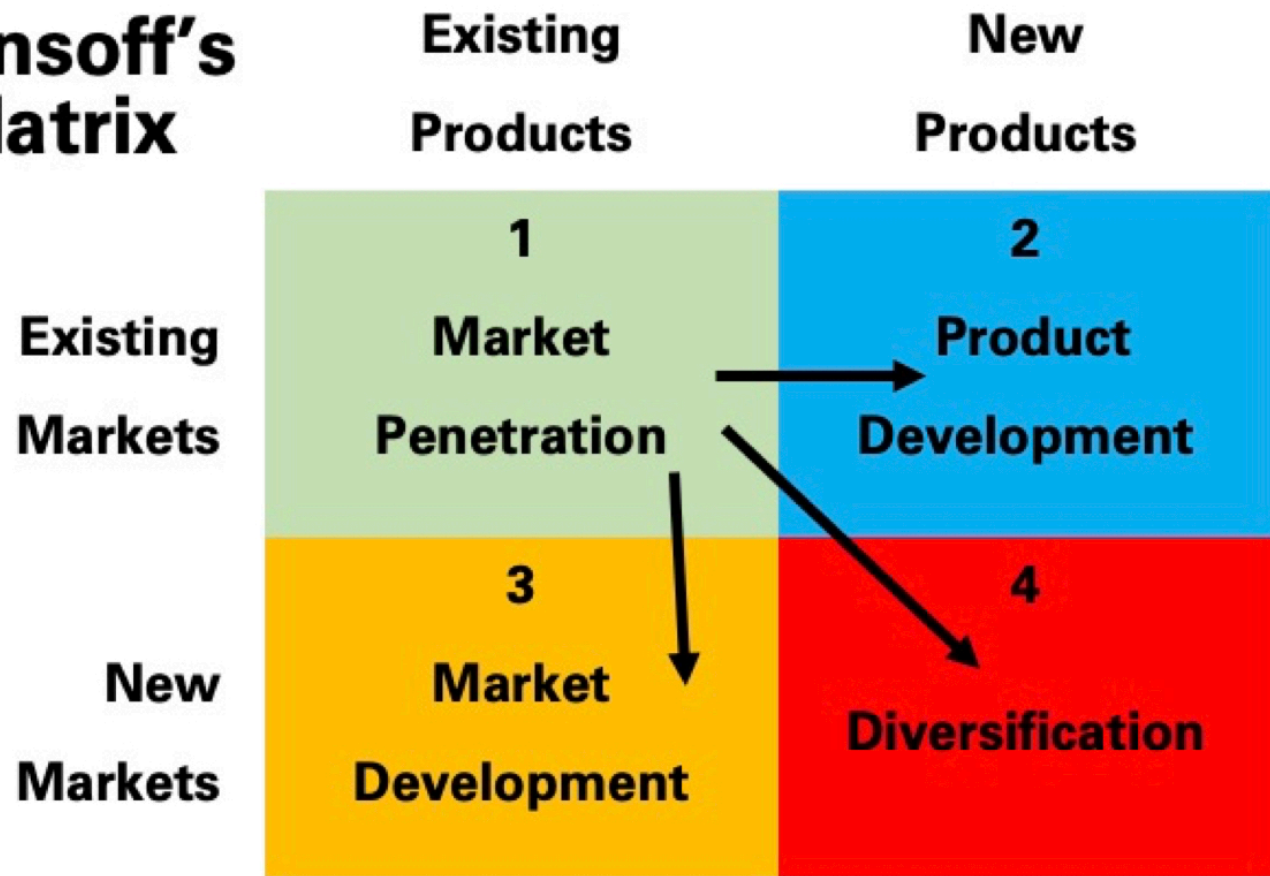
# **Creativity in the Studio and Office**

- TEDx Napoli**
- Creative Business Models**

# The 'Business Formula'

- **Success (your own definition)**
- **Core Competencies (Skills, Talents)**
- **Competitive Advantage**
- **Strategic Marketing**

# Ansoff's Matrix



# COVID-19 Diversification Matrix

Existing  
products  
/services

New  
(or adapted)  
products  
/services

Current  
markets,  
segments  
and niches

1  
More  
of the same

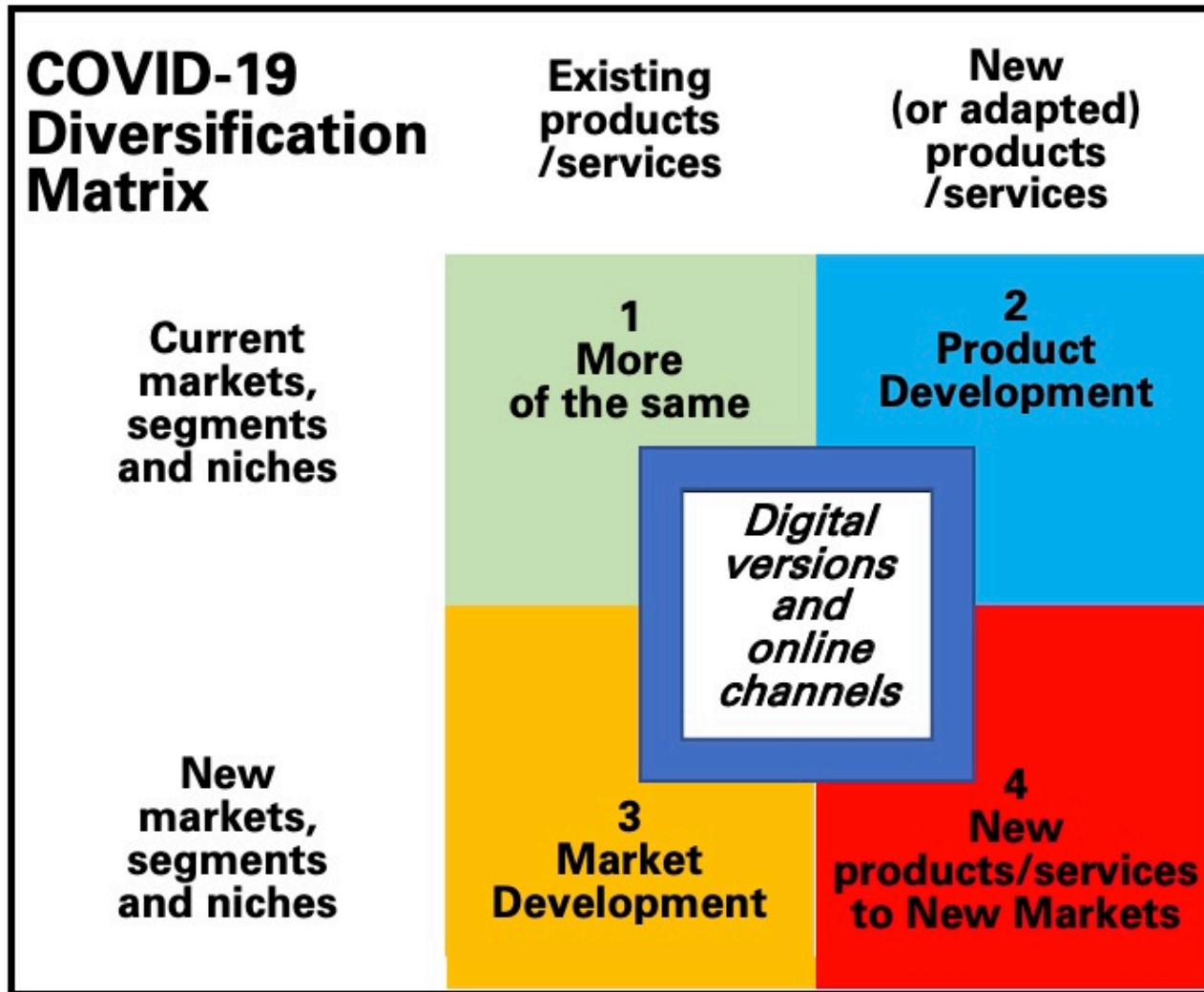
2  
Product  
Development

*Digital  
versions  
and  
online  
channels*

New  
markets,  
segments  
and niches

3  
Market  
Development

4  
New  
products/services  
to New Markets



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