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Navigation Matrix

In order to define the next move, please cross the answers for questions in this Navigation Matrix. The cell that is in crossing point define your move. Please note the move in Navigation Card.

Characteristics		Food	Fashion	Cosmetics	Automotive	Other
		A	B	C	D	E
Circular input	1	Straight	Right	Straight	Left	Straight
Sharing economy	2	Straight	Right	Left	Straight	Left
Product as a service	3	Left	Right	Left	Straight	Right
Product use extension	4	Right	Straight	Straight	Straight	Left
Resource recovery	5	Right	Left	Right	Right	Left