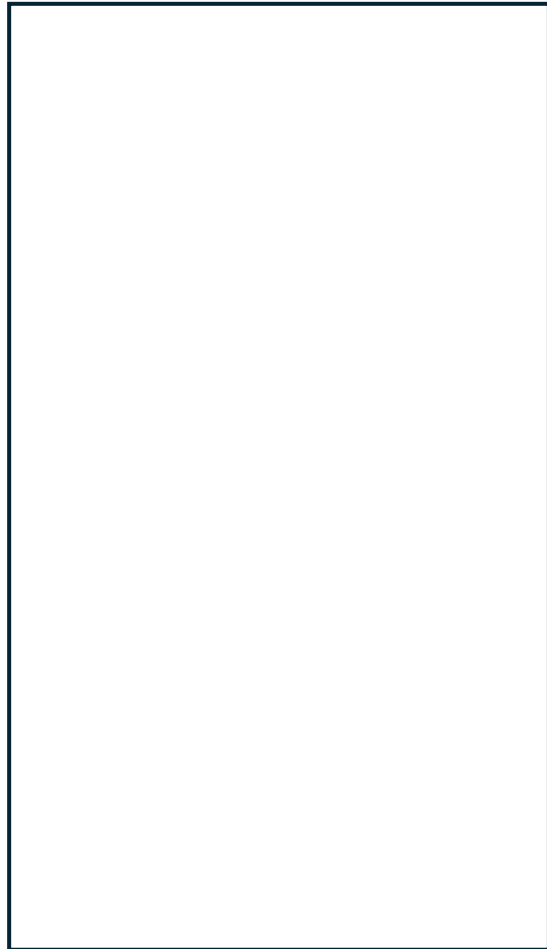


How resilient is your Business Model?



Variable: We have to create this revenue in the coming 12 months by selling projects, products or services to **any new or existing customers**.

Predictable: We know with 80% certainty that this revenue will be generated **by this group of customers**. We have commitments in place, historic use patterns or special relationships.

Fixed: We know with 99% certainty that this revenue will be generated **by this customer** within the next 12 months. Even if the customer does not use or order the product or service, s/he will still pay for it.

How can you increase RESILIENCE?

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