

BUSINESS MODEL CANVAS & BUSINESS PLANNING TOOLS

HOW TO USE THIS RESOURCE



PESTLE Analysis

- Print, trace or redraw the **6 boxes** on **page 2 or 3**
- Thinking more deeply about your venture, and how it fits into a **wider context**, write in each of the 6 themed boxes
- This exercise can help you to **plan better & consider** how your venture **links to policy needs**

PESTLE Analysis

Political

Economic

Social

Technological

Local

Environmental

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