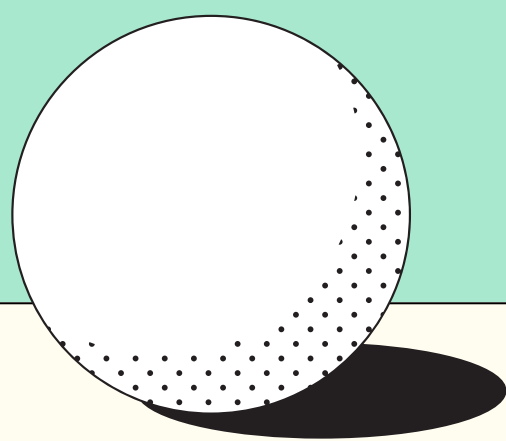


# MENTAL MAPPING FOR BUSINESS DEVELOPMENT



## Clarifies Complex Relationships

Mental mapping helps entrepreneurs and stakeholders understand and illustrate how different actors, spaces, and resources relate to one another, making complex systems more navigable.

## SCENARIO VISUALIZATION

Different development scenarios or operational plans can be mapped out to foresee impacts and dependencies before implementing changes.



# PATHFINDER+

## Strategic Planning

Entrepreneurs can use mental maps to identify gaps, opportunities, and challenges, guiding decision-making and action steps for business development.

## FOSTERING INNOVATION

Mental maps can spark creative approaches to solving business and community problems.

