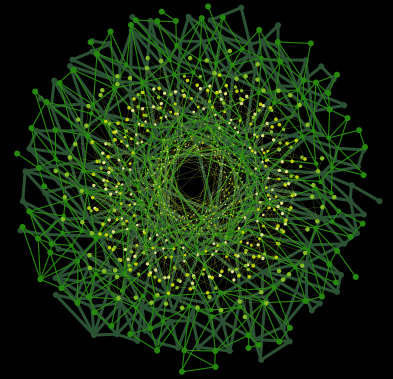




Analysis template

The analysis template

Overview

The analysis template is designed to help structure your thinking around potential new service offers to our clients. It helps in understanding internal and external factors that can impact success. Focusing on the four areas in the template should help you think through the best ways to minimise risk and maximise benefit.

Steps

1. Gather Information: Collect data and evidence regarding your chosen topic.
2. Known positive implications of your chosen topic area for UK businesses.
3. Known negative implications of your chosen topic area for UK businesses.
4. Opportunities the topic area might bring to Deloitte and the services it provides.
5. Risks or issues the topic area might bring to Deloitte and the services it provides.
6. Considering all of the information you have categorised above, whether there are business opportunities for Deloitte concerning the topic area, what these are, and whether they are worth investing in going forward.

Example: Analysis for “The Growth of the Metaverse in Business” – This is just an example of an analysis of a different topic area for your reference, you do not need to replicate this. Please also note this is a simplified example. For your analysis, you will need more evidence and rationale to explain your thoughts.

Positive implications	Negative implications
• Innovation: Metaverse can create innovative ways of doing things, e.g., virtual showrooms, training experiences, interactive virtual meetings • Early Adoption: The technology is relatively new and can be influenced by businesses that adopt metaverse technologies early – i.e. gain an early footprint on the industry before it becomes commonplace, aiding mastery and adoption • Immersion: Metaverse can create immersive environments for customers, e.g., improve online shopping experiences through virtual stores, or holiday tours for tourism	• High Costs: Significant investment is needed to use the technology and continue development, e.g., early adoption of technology tends to be expensive, and less efficient – particularly with complex technology like VR • Technical Challenges: Complex technology that may be difficult to implement and maintain – i.e. even though the technology can be useful, it can be practically difficult to implement at scale • User Adoption: Uncertainty about widespread user acceptance and comfort with the metaverse – While VR use has grown, 171 million users worldwide in 2023, there are reputational difficulties, particularly with older generations

Opportunities	Risks / Issues
• New Markets: Expansion into new and untapped markets – i.e. the virtual emphasis of this technology allows businesses to reach markets regardless of physical barriers • Collaboration: Opportunities for new forms of collaboration and remote work – e.g, improved global collaboration, moving beyond the static environment of video call into the 3D world • Revenue Streams: Potential for new revenue streams through virtual goods and services – e.g., there is already evidence of market appetite for virtual products, like NFTs and virtual cosmetics, this will only continue to grow	• Competition: Rapidly increasing competition as more businesses enter the metaverse – i.e., as more and more businesses join the meta, there will be more competition for user attention, creating pressure on getting value • Regulatory Issues: Potential for new regulations that could impact metaverse operations – i.e. Precedent is now being set regarding technology. We have already seen GDPR severely change the way businesses must work with their data, we must be careful to pre-empt anything similar for VR and the meta