

# Parent-Juvenile Company relationship journey map

In 2035, a fully circular business model has made Juvenile Company a true industry pioneer: the first juvenile company to be climate positive. Their strollers now exist as individual "modules" assembled into "configurations", perfectly matching each family's personal needs. Revenue growth comes not through product innovation, but through new forms of qualitative value creation.

## Relationship stages

The Parent-Juvenile Company relationship is divided into nine distinct stages, spread over three phases: *familiarisation*, *regular use* and *estrangement*.

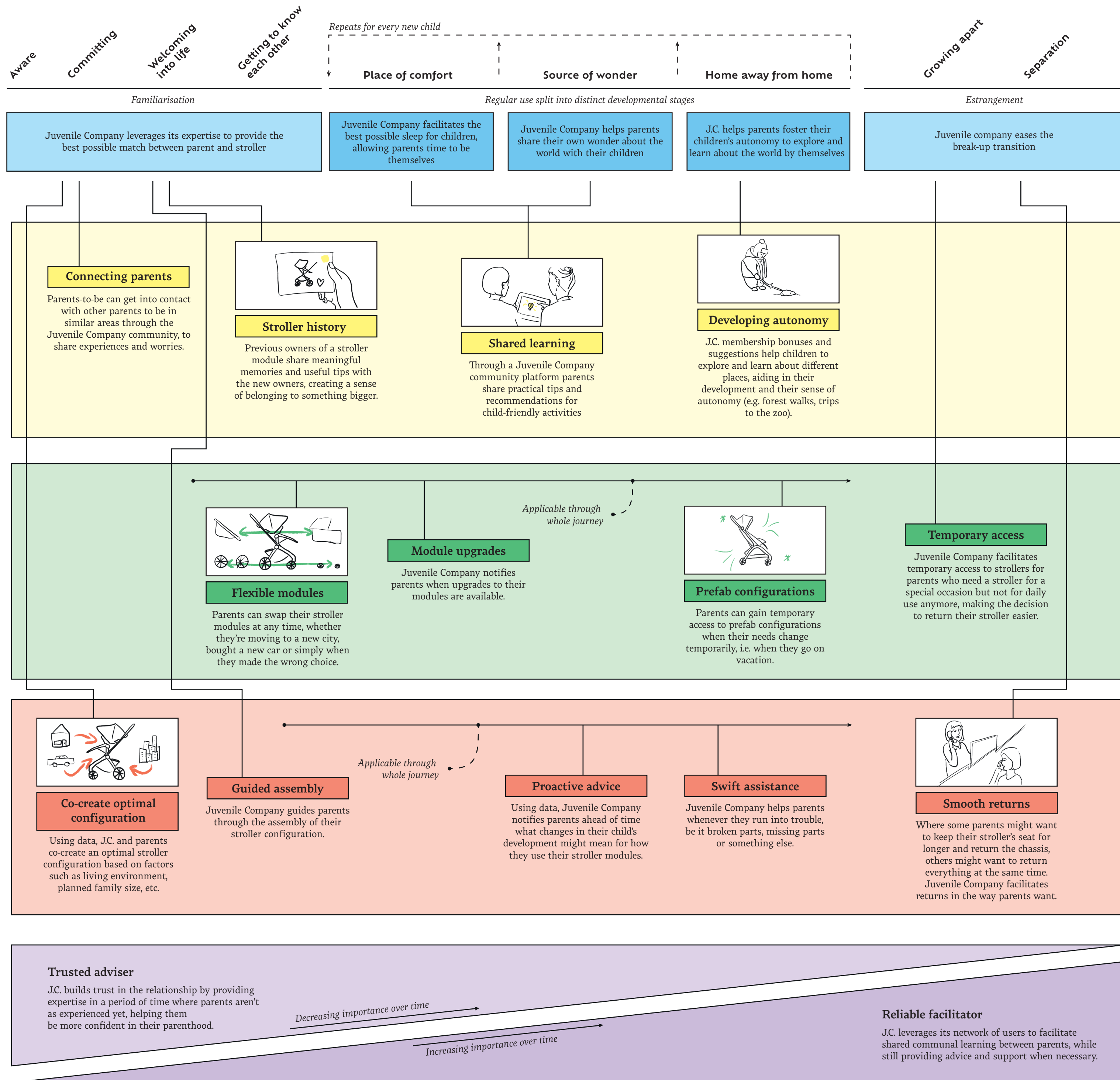
## Core vision principles

Three core vision principles describe what value should be provided through the relationship between Juvenile Company and Parents. Thirteen value propositions are spread over these vision principles to further, spanning across the entire relationship lifecycle. The most important of these propositions for the future relationship to work have been illustrated to highlight their importance.

### Value beyond products

### Adapting to changing needs

### Dependable guide



## Role Juvenile Company

To promote the trust necessary for the relationship to work, the role Juvenile Company takes in its interactions shifts over the course of the relationship.