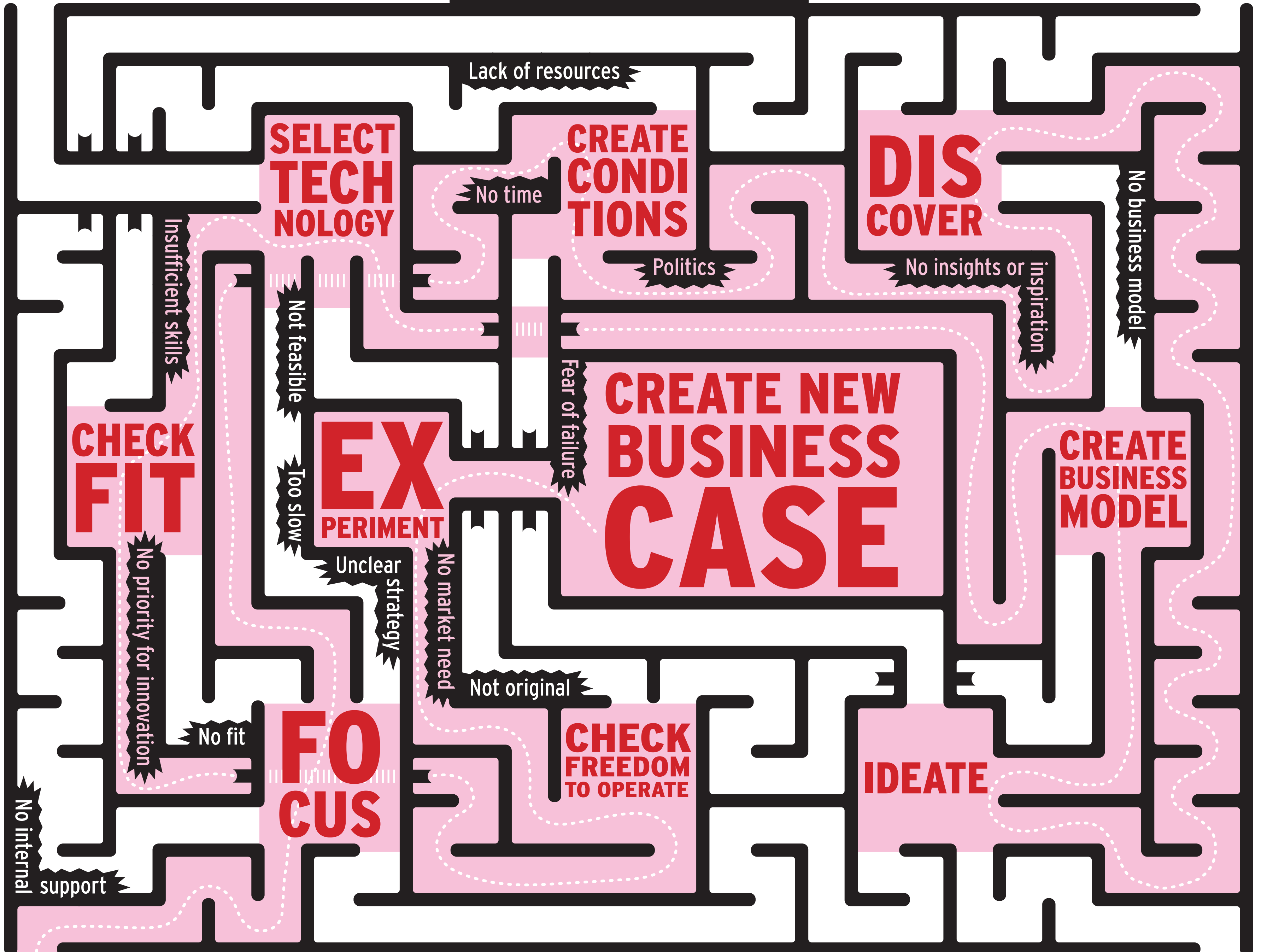


THE INNOVATION MAZE



Lack of resources

SELECT TECHNOLOGY

CREATE CONDITIONS

DISCOVER

No time

Politics

No insights or inspiration

No business model

Insufficient skills

Not feasible

Fear of failure

CHECK FIT

EXPERIMENT

CREATE NEW BUSINESS CASE

CREATE BUSINESS MODEL

Too slow

Unclear strategy

No market need

Not original

No priority for innovation

No fit

FOCUS

CHECK FREEDOM TO OPERATE

IDEATE

No internal support