

THE INNOVATION MAZE

THE CUSTOMER ISSUE ROUTE

**SELECT
TECH
NOLOGY**

**CREATE
CONDI
TIONS**

**DIS
COVER**

**CHECK
FIT**

**EX
PERIMENT**

**CREATE NEW
BUSINESS
CASE**

**CREATE
BUSINESS
MODEL**

**FO
CUS**

**CHECK
FREEDOM
TO OPERATE**

IDEATE

Lack of resources

No time

Politics

No insights or inspiration

No business model

Insufficient skills

Not feasible

Too slow

Fear of failure

Unclear strategy

No market need

Not original

No priority for innovation

No fit

No internal support