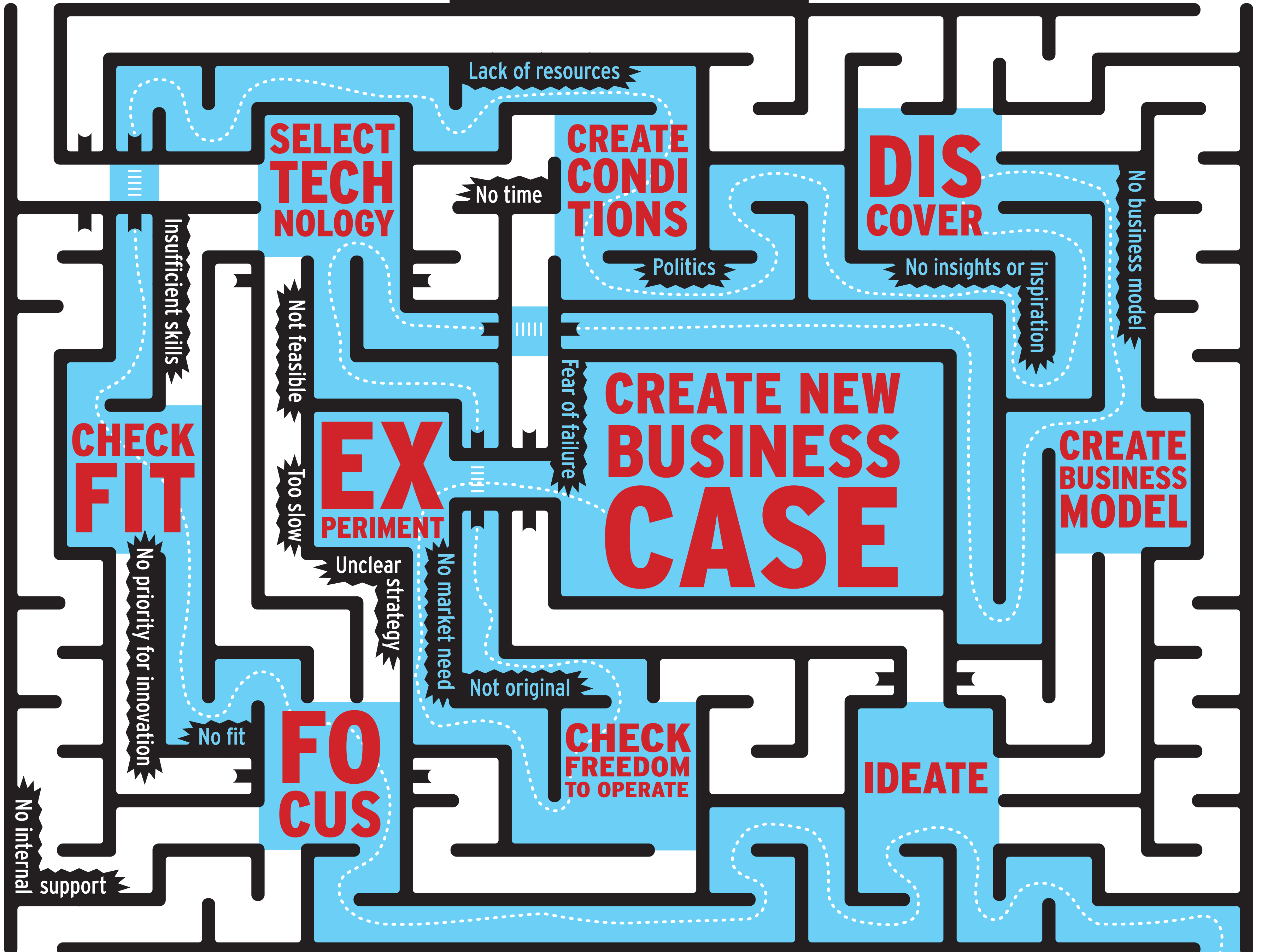


THE INNOVATION MAZE



SELECT TECHNOLOGY

CREATE CONDITIONS

DISCOVER

CHECK FIT

EXPERIMENT

CREATE NEW BUSINESS CASE

CREATE BUSINESS MODEL

FOCUS

CHECK FREEDOM TO OPERATE

IDEATE

No internal support

No priority for innovation

No fit

Not feasible

Too slow

Unclear strategy

No market need

Not original

No time

Fear of failure

Lack of resources

Politics

No insights or inspiration

No business model