

**THE TECHNOLOGY ROUTE**

**THE INNOVATION MAZE**

**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