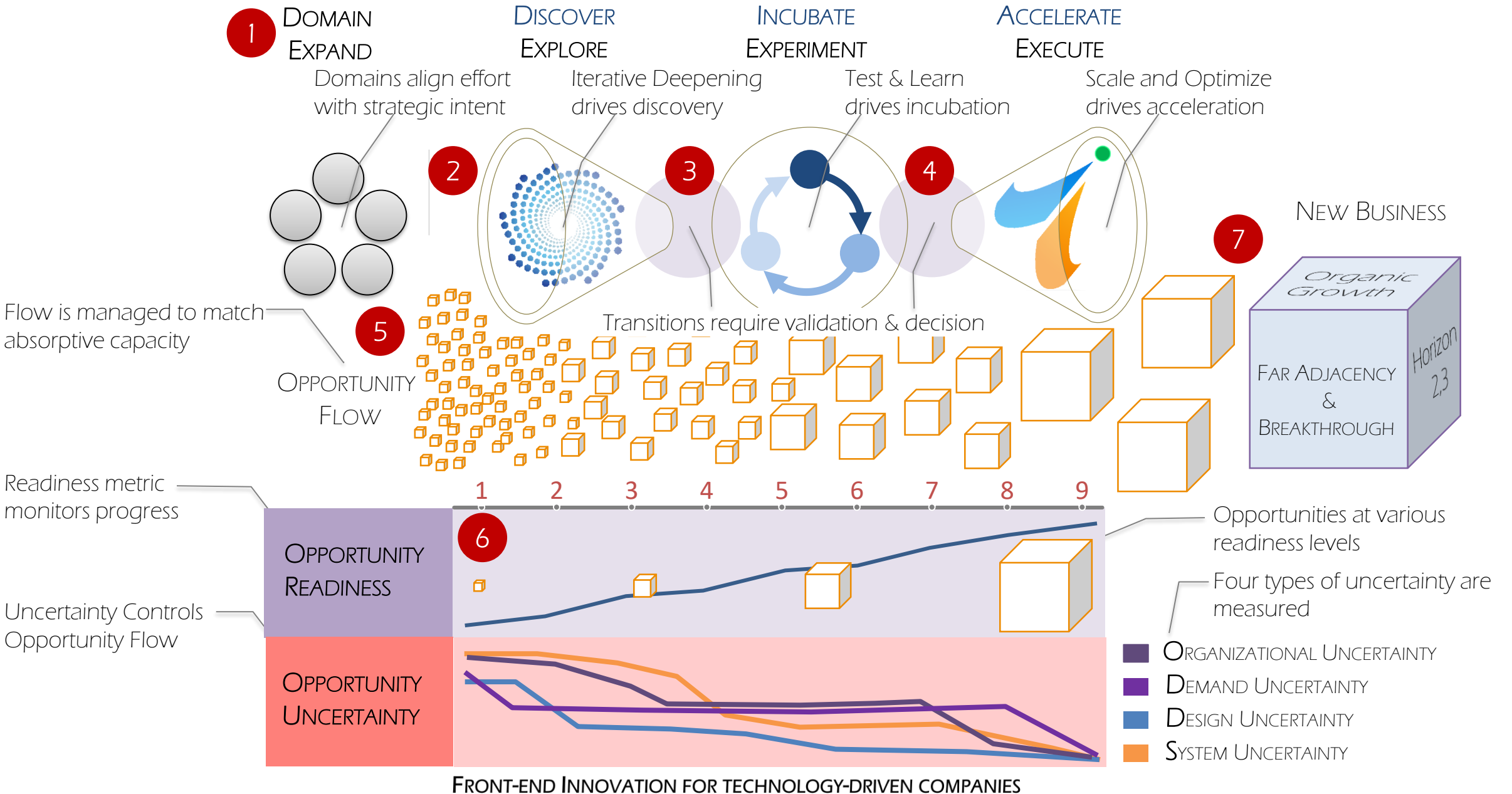


A COMPREHENSIVE INNOVATION SYSTEM ARCHITECTURE



SEVEN KEY PLACES TO IMPROVE YOUR INNOVATION SYSTEM

1

A four-phase framework that goes from strategic intent to scaling a new business.

2

Innovation discovery channels deliver a stream of horizon 2 and horizon 3 opportunities

3

Mechanisms to design and validate new opportunities and decide which ones should move into incubation

4

Transition proven opportunities into existing businesses or create new businesses to scale.

5

Control opportunity flow to keep the pipeline full and match the absorptive capacity of the company

6

Manage the front-end process with clear metrics and controls that enable high decision velocity

7

Establish new horizon 2 & 3 businesses that go beyond the incremental or sustaining.