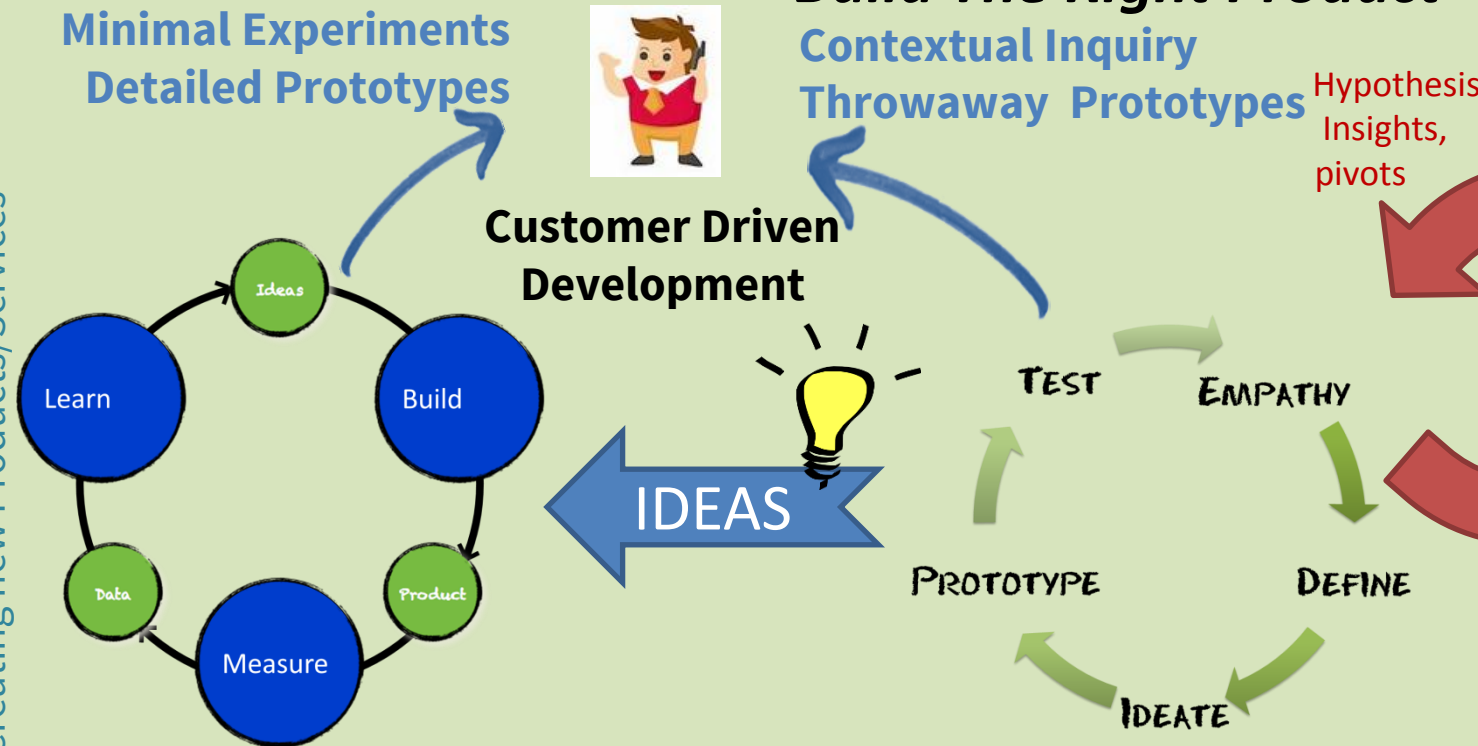


UNKNOWN PROBLEM

BUSINESS MODEL INNOVATION

DISRUPTIVE INNOVATION
Creating new Products/Services

"Build The Right Product"

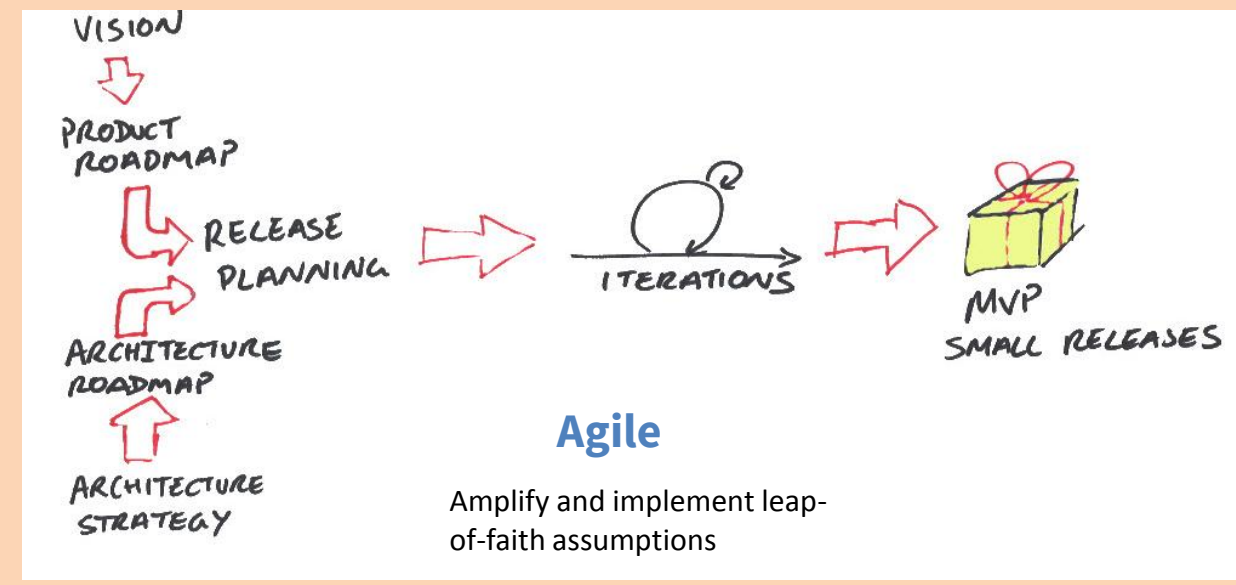


Hypothesis, Insights, pivots

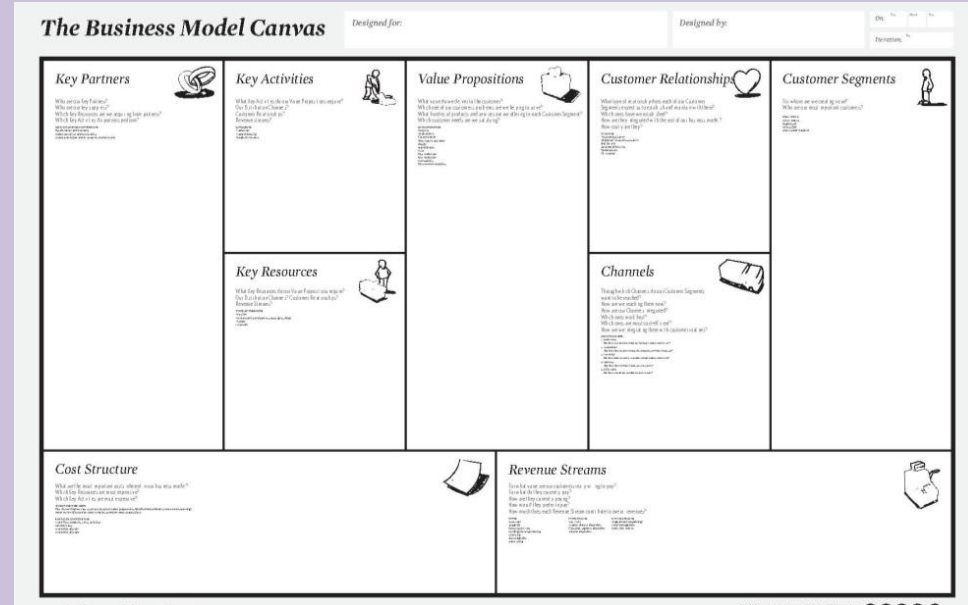
Validated learning, Opportunities, facts, insights

SUSTAINED INNOVATION
Creating New Features

"Build Products Right"



Vision, Roadmap, Objectives, Capability, \$\$



Business Model Canvas

Describe, design, challenge, invent, & pivot the business model

- Key Partners
- Key Resources
- Value Propositions
- Key Activities
- Cost Structure
- Customer Relationships
- Channels
- Customer Segments
- Revenue Streams



UNKNOWN SOLUTION

Data, Feedback, Business Value, \$\$