

MASTERING YOUR INNOVATION PORTFOLIO

STEP 01

HORIZON	CURRENT ACTIVITIES	SHORT/LONG TERM FOCUS	TIME SPENT (%)	BUDGET SPENT (€)
<p>CORE</p> <p>Activities focusing on existing products and well-known technologies</p> <p>ADJACENT</p> <p>Activities focusing on new technologies on existing products or existing technology new product</p> <p>TRANSFORMATIONAL</p> <p>Activities focusing on new technologies and new market segment</p>				
TOTAL:			100%	€

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STEP 02

HORIZON	WHICH ACTIVITIES DO YOU ACTUALLY NEED/WANT TO EXECUTE? <small>(MAY BE THE SAME AS STEP 1)</small>	TIME SPENT (%)	WHAT IS ROUGHLY NEEDED TO START?
<p>CORE</p> <p>Activities focusing on existing products and well-known technologies</p>		70% (ADVISED)	
<p>ADJACENT</p> <p>Activities focusing on new technologies on existing products or existing technology new product</p>		20% (ADVISED)	
<p>TRANSFORMATIONAL</p> <p>Activities focusing on new technologies and new market segment</p>		10% (ADVISED)	
TOTAL:		100%	€