The Problem with One-Size-Fits-All Innovation Categories
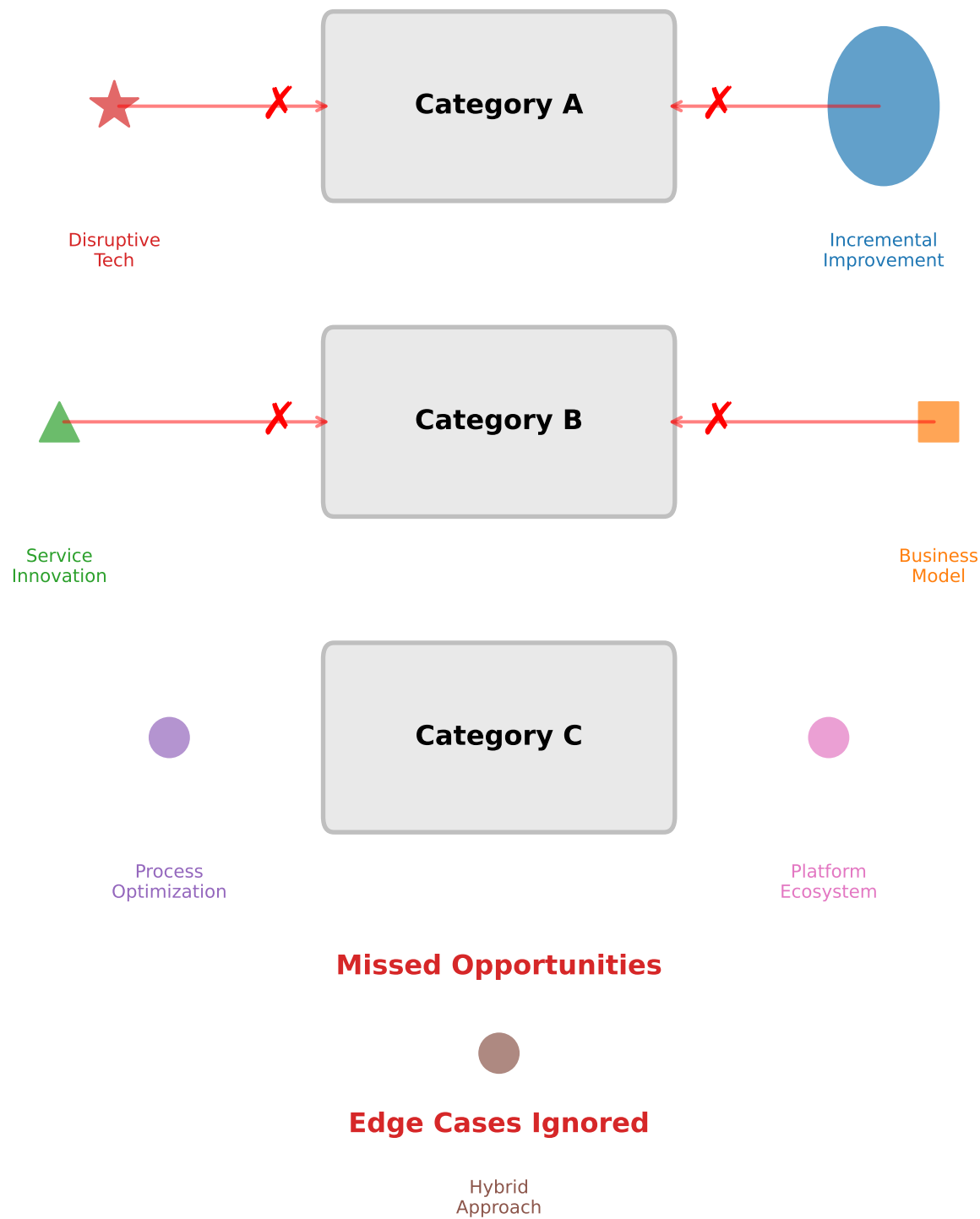
Current Reality: Generic Categories

Category A

Disruptive Tech ✗→

Incremental Improvement ←✗

Category B

Service Innovation ✗→

Business Model ←✗

Category C

Process Optimization

Platform Ecosystem

Missed Opportunities

Edge Cases Ignored

Hybrid Approach

ML Solution: Natural Clusters

✓ Disruptive

✓ Incremental

✓ Service

✓ Platform

✓ Hybrid

Perfect Fit

All Patterns Captured