

Innovation Archetypes: 6 Distinct Patterns



Disruptor

- High Risk
- High Reward

• Market Changer



Optimizer

- Efficiency
- Cost Reduction

• Process Focus



Explorer

- Research
- New Markets

• Experimentation



Builder

- Platform
- Ecosystem

• Infrastructure



Connector

- Partnerships
- Integration

• Networks



Guardian

- Security
- Compliance

• Risk Mitigation

