

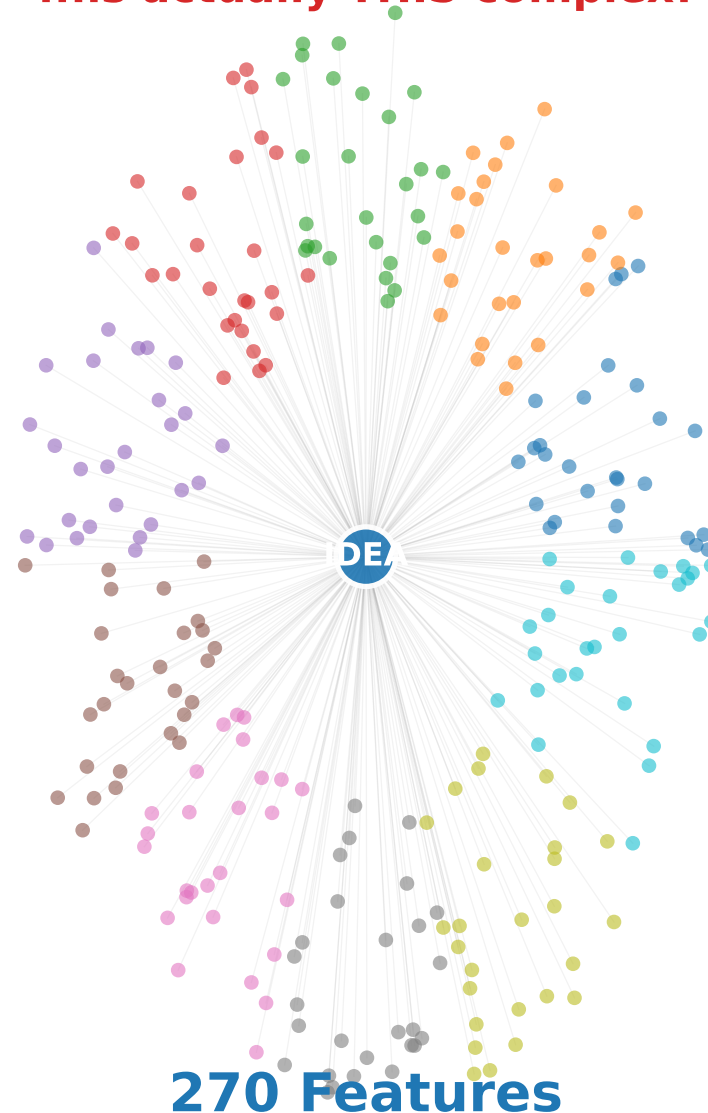
The Hidden Complexity: Each Innovation Depends on Hundreds of Features

What looks simple...



Just one idea?

...is actually THIS complex!



36,315 Possible Interactions

Feature Dimensions

Technical	~27
Market	~27
User	~27
Financial	~27
Legal	~27
Environmental	~27
Social	~27
Competitive	~27
Supply Chain	~27
Strategic	~27

Each category contains

dozens of measurable features

Too complex for humans!

This is why we need Machine Learning to find patterns in innovation data