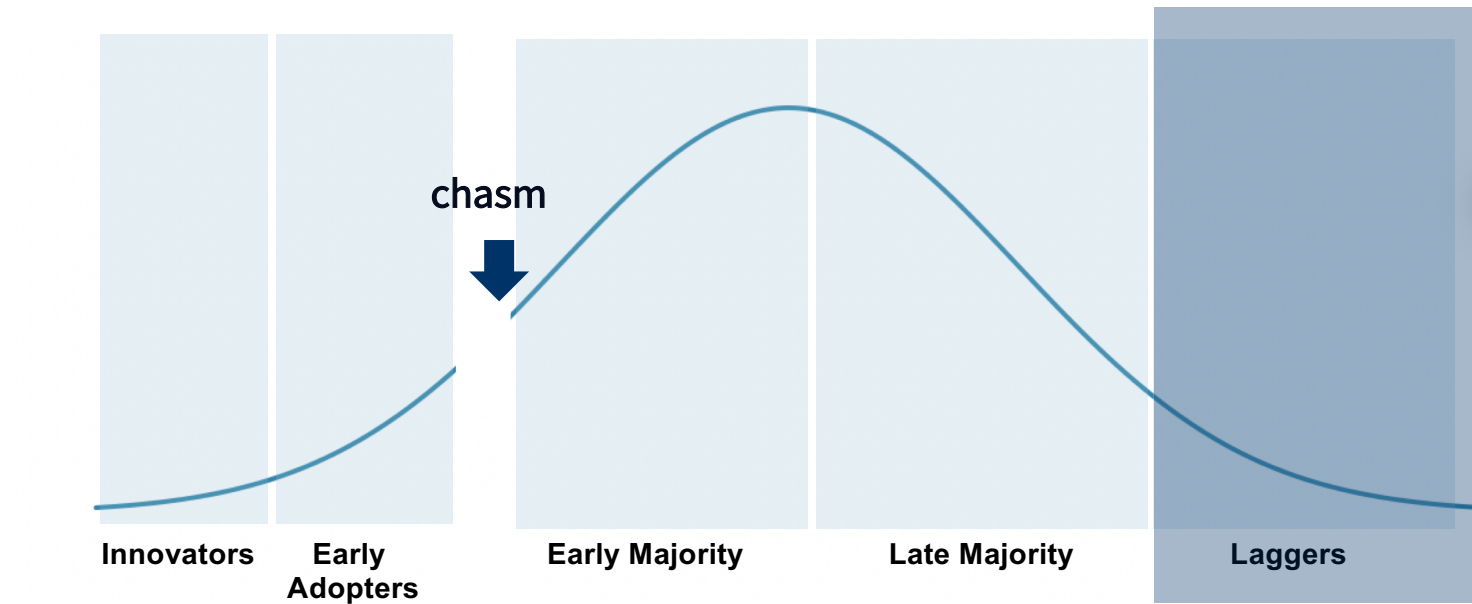


# Technology Adoption Curve



Source: *Crossing the Chasm*, Geoffrey Moore