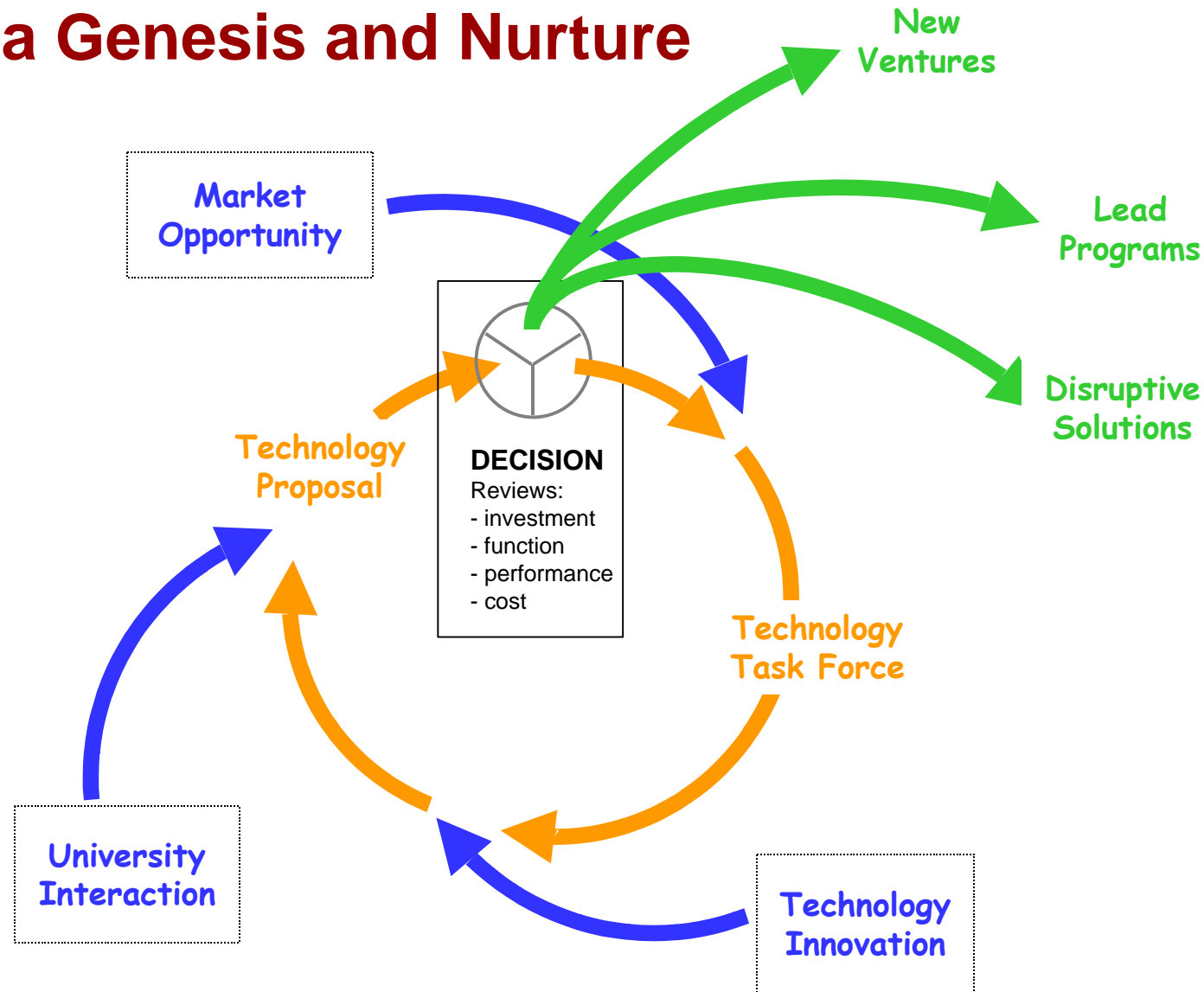
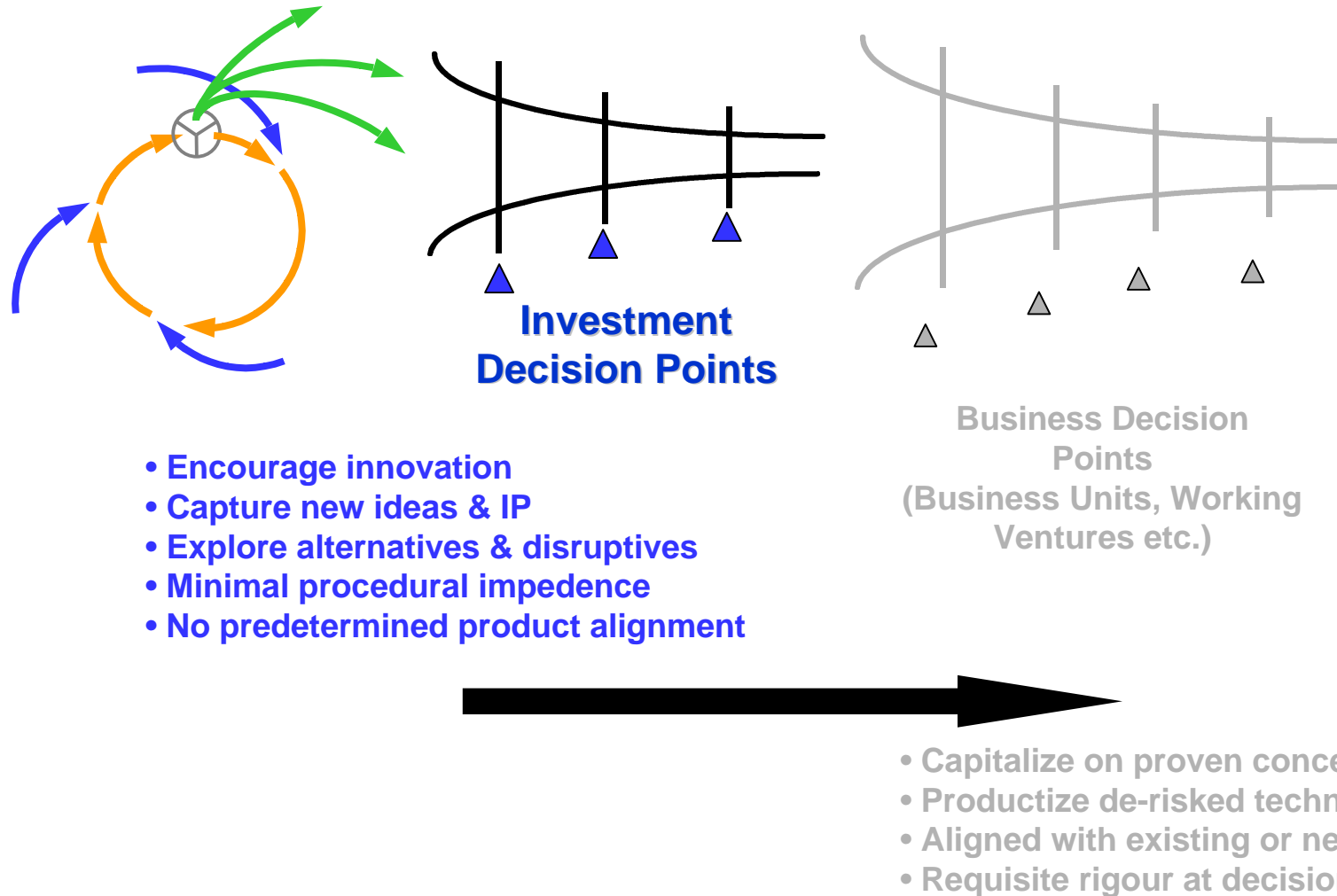


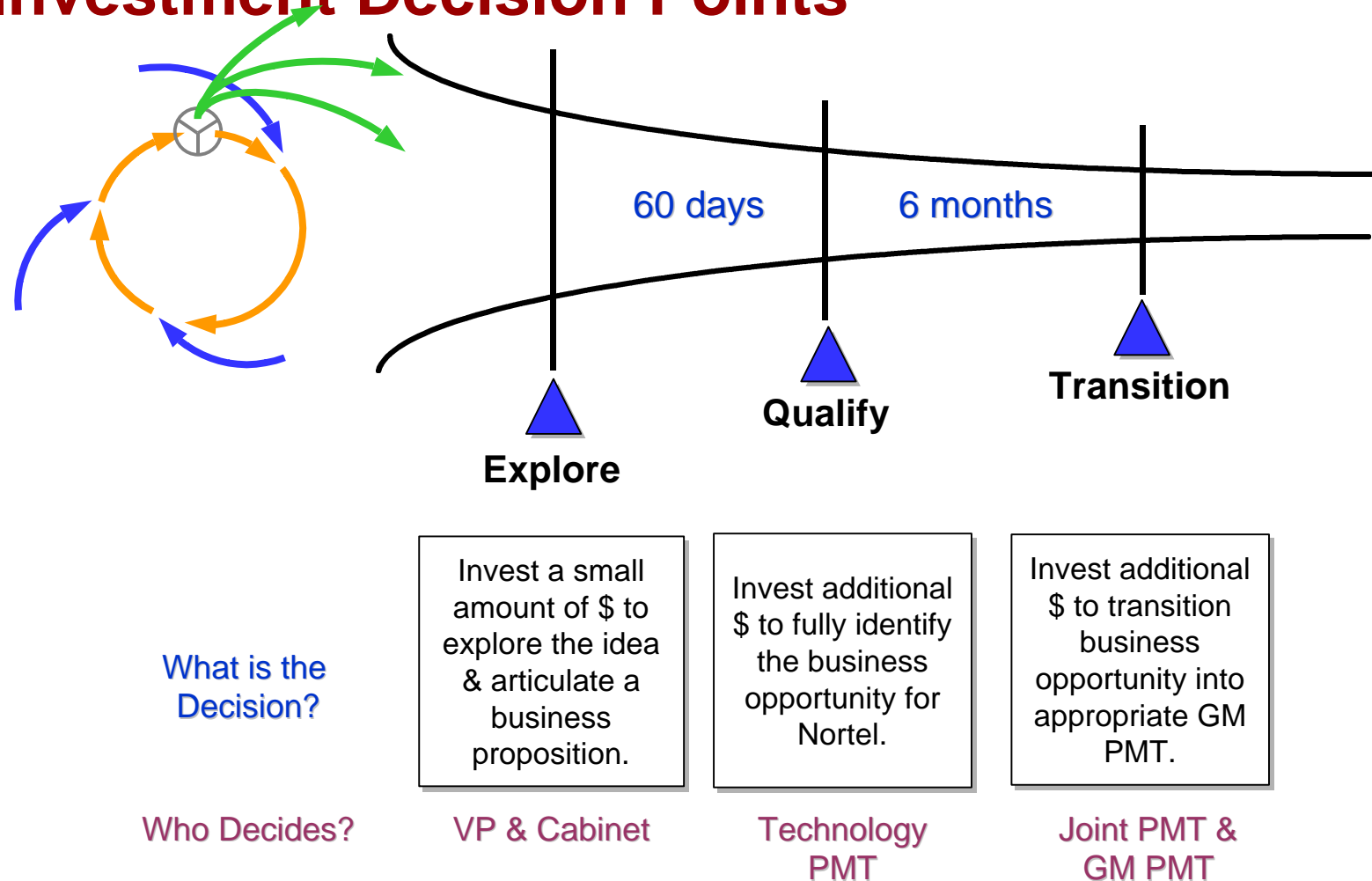
New Idea Genesis and Nurture



Technology Investment Decision Process

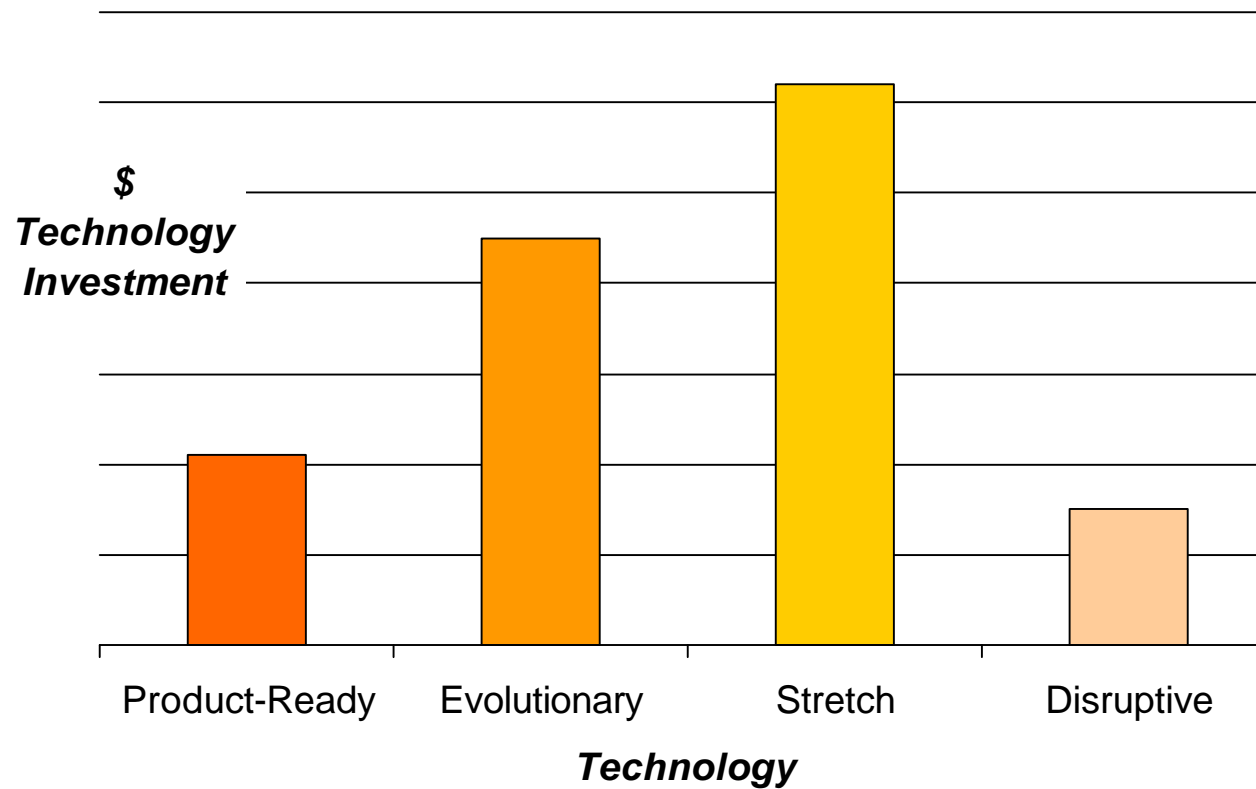


Investment Decision Points



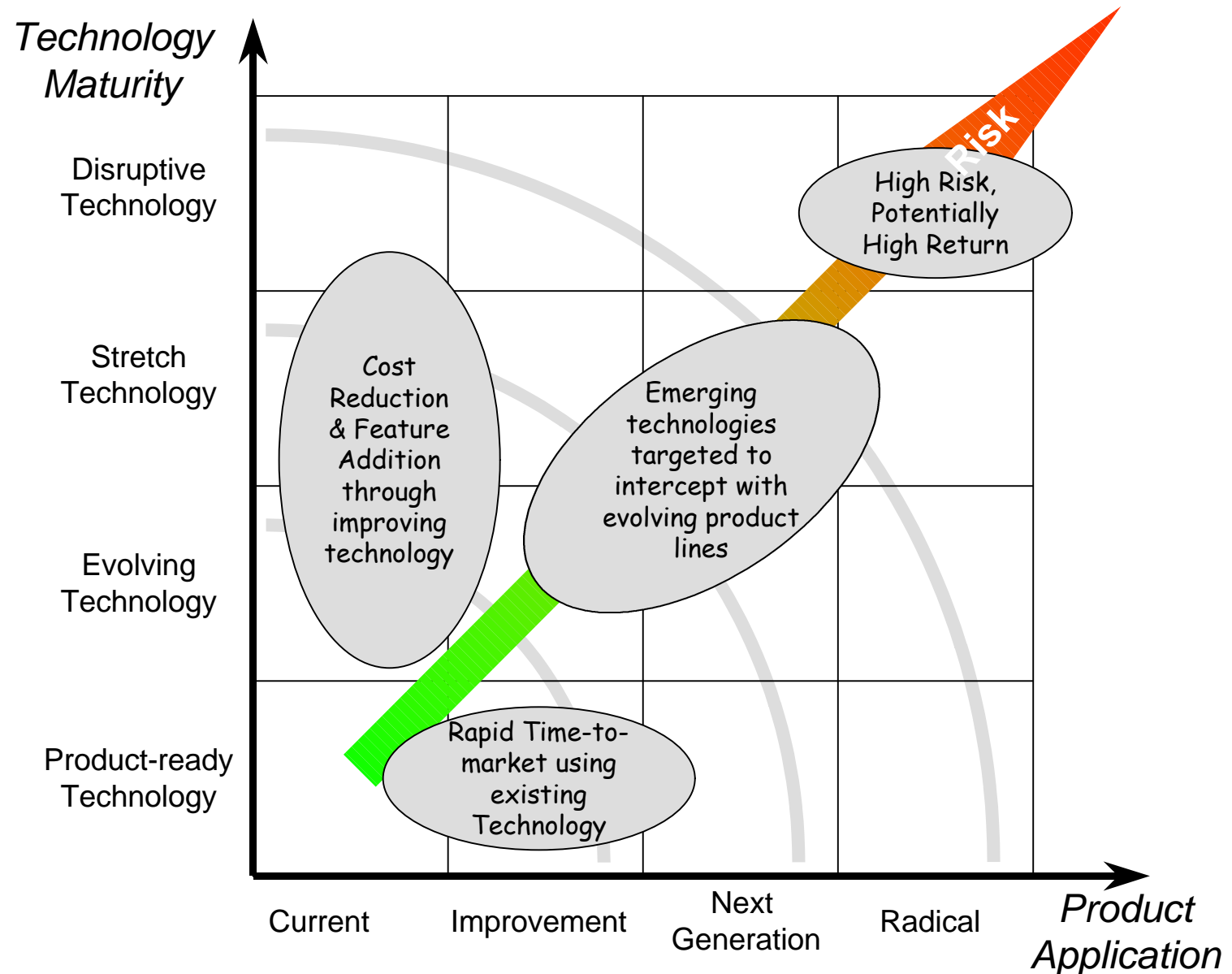
Applicable to all ideas regardless of ultimate development avenue

Simple Investment Analysis



Technology Portfolio Management

Technology vs Product Matrix



Technology vs Product Matrix

- evolution over time



What used to be radical evolves
to become current

Years may be much shorter in a
rapidly changing environment

Portfolio content and positioning
has to be reviewed frequently

