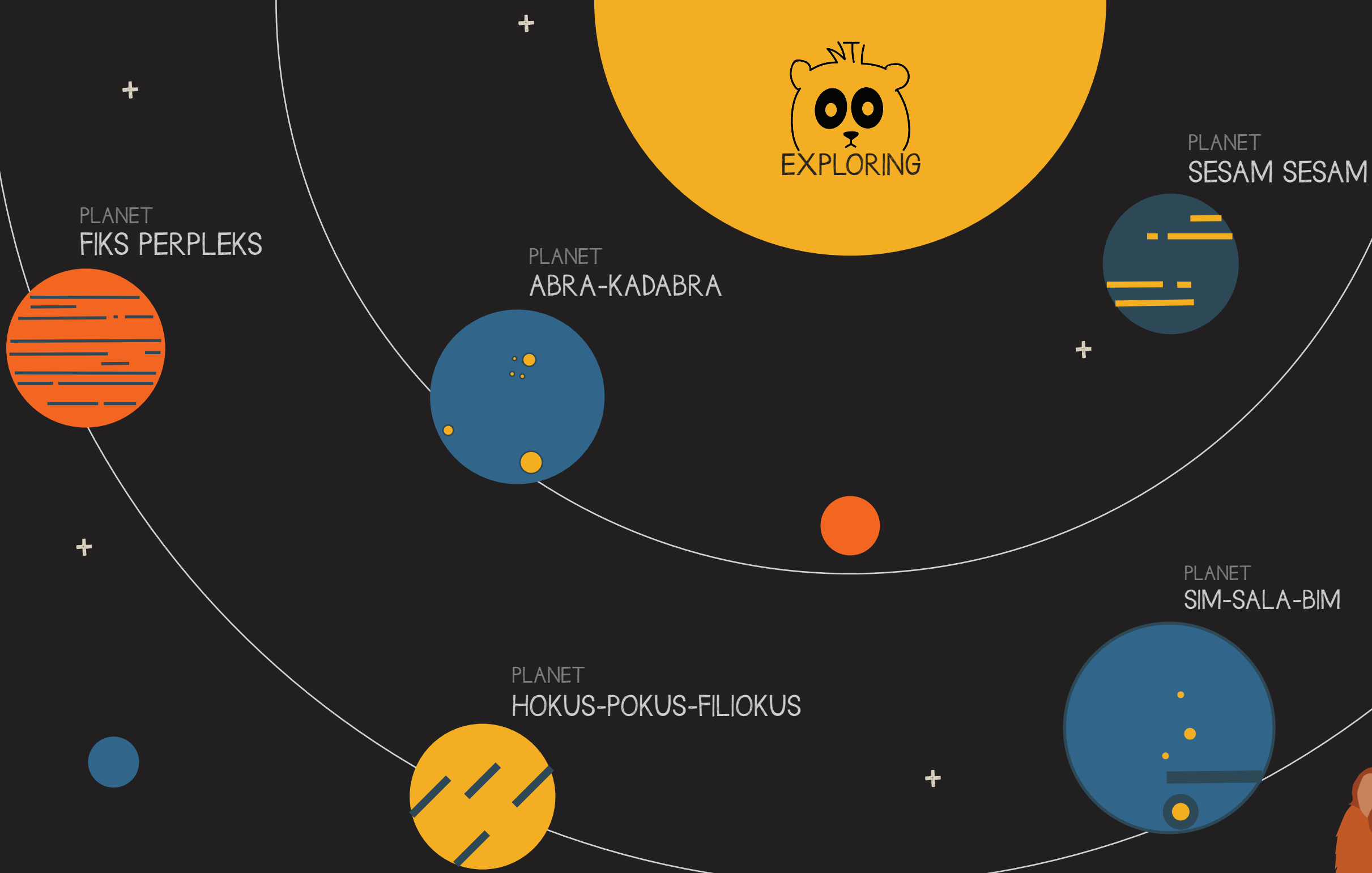
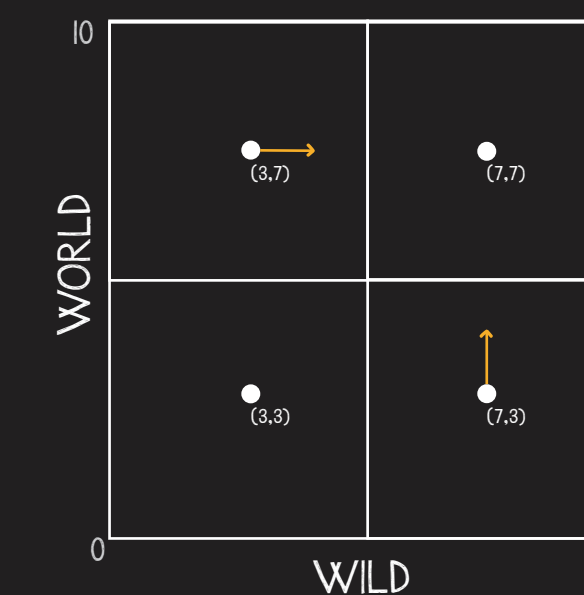
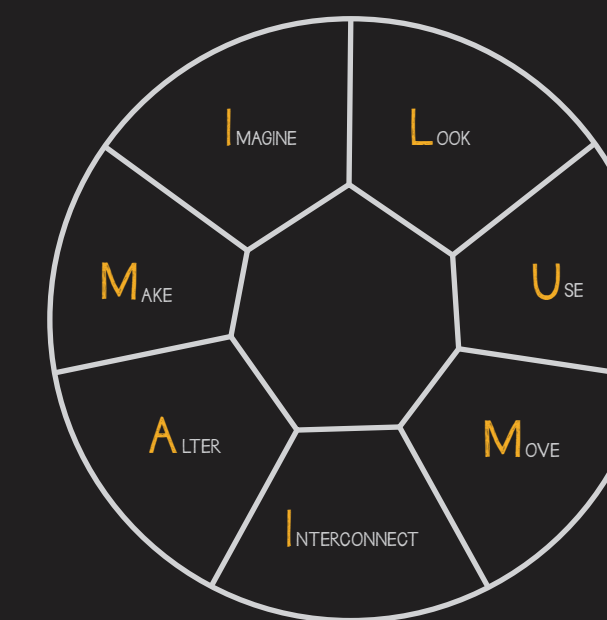


NewTechLab

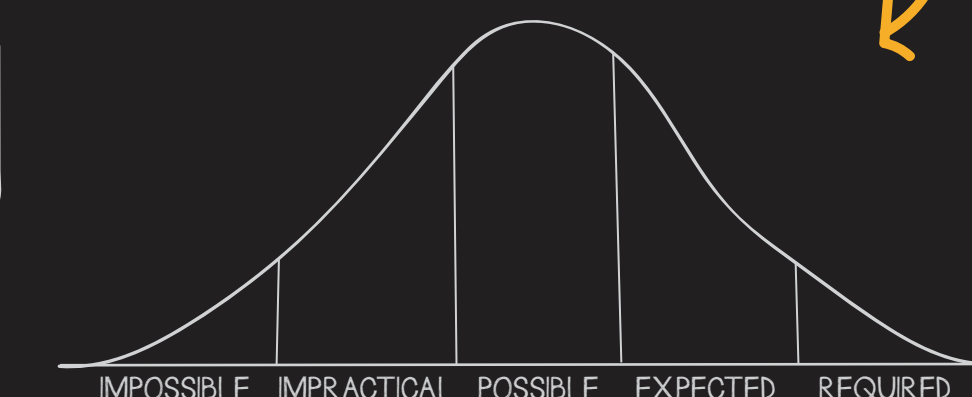


WHAT?
Take a look at the TechRadar and dig into different planets which represents broad exploration and deep experimentation



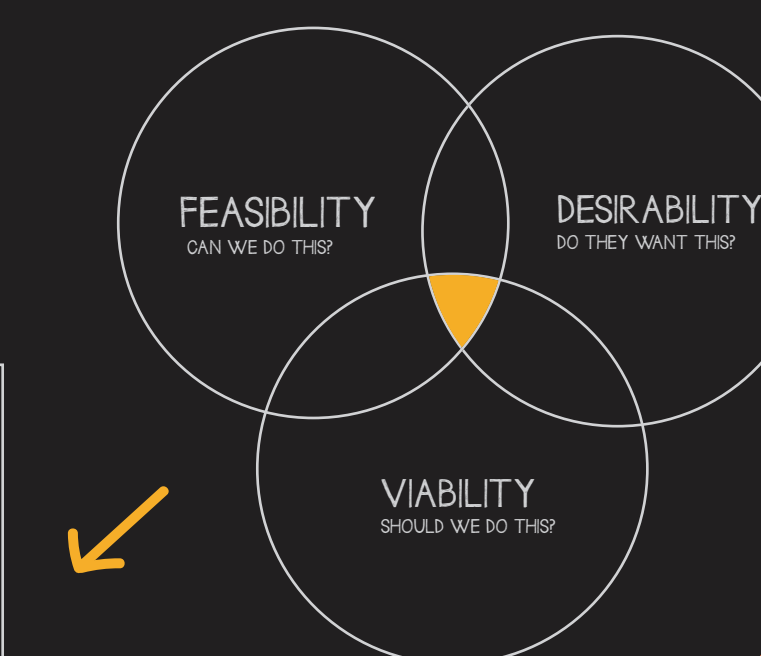
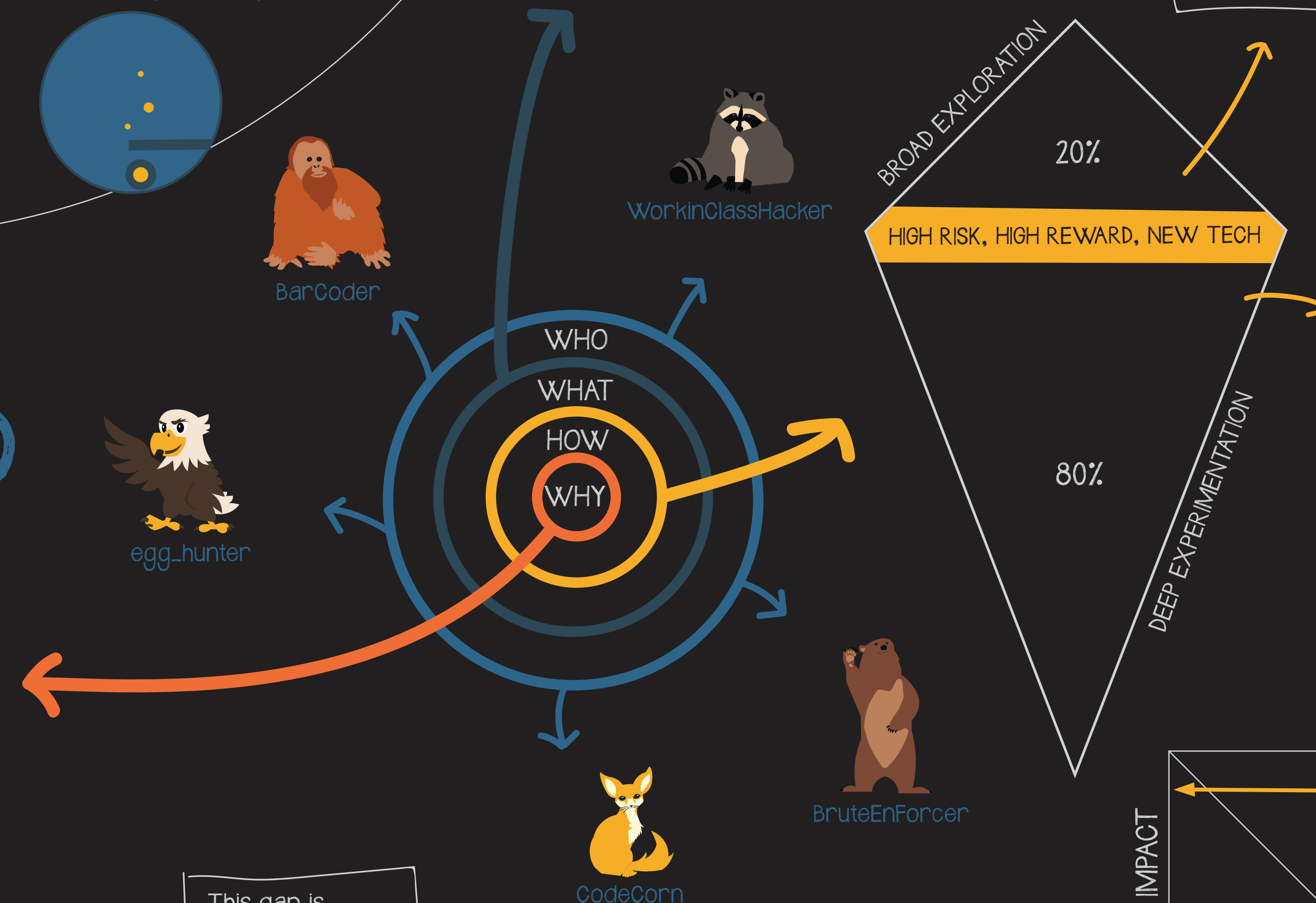
From impossible to invisible

How to explore



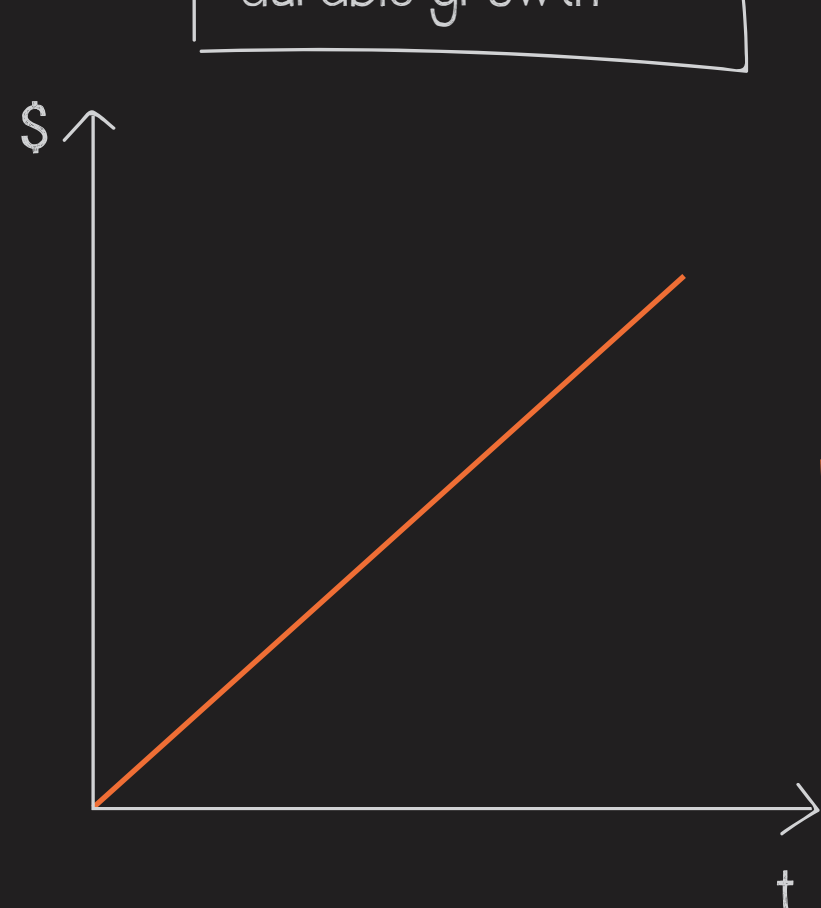
LEAN CANVAS

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
EXISTING ALTERNATIVES	KEY METRICS	HIGH LEVEL CONCEPT	CHANNELS	EARLY ADOPTERS
COST STRUCTURE		REVENUE STREAMS		

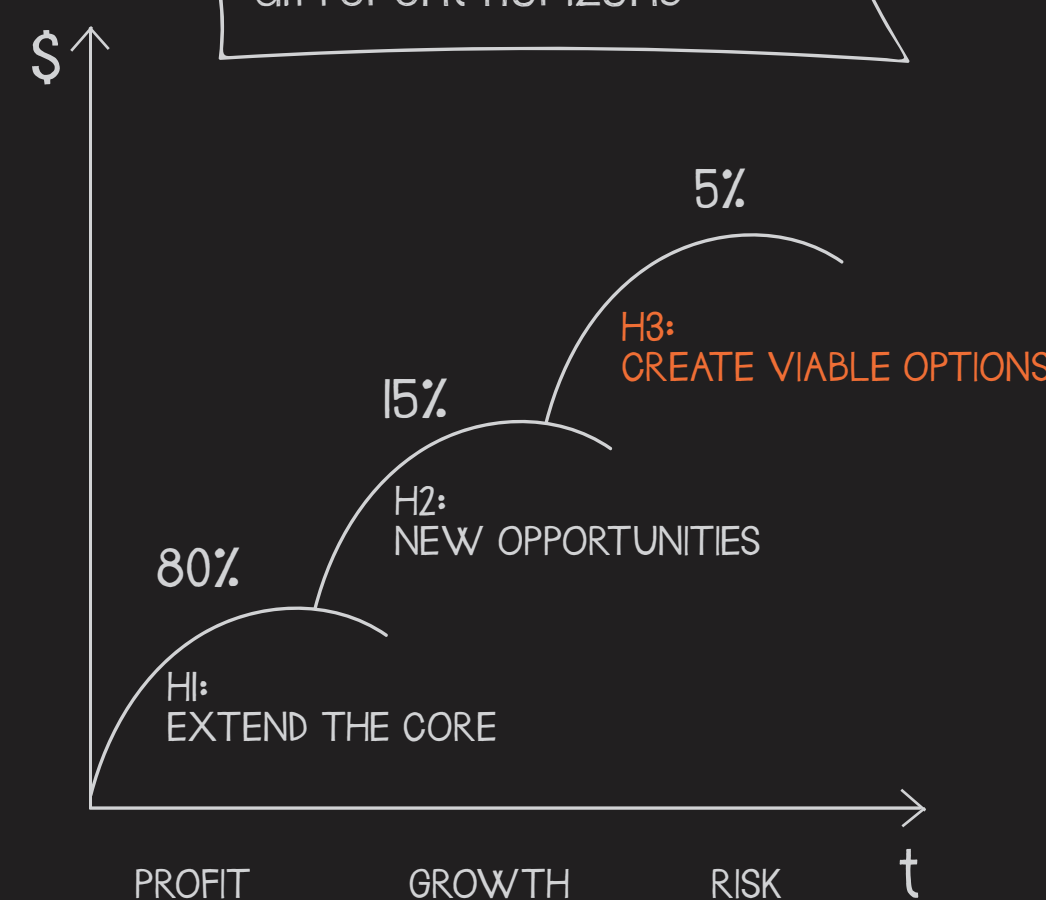


WHY do we exist... ?

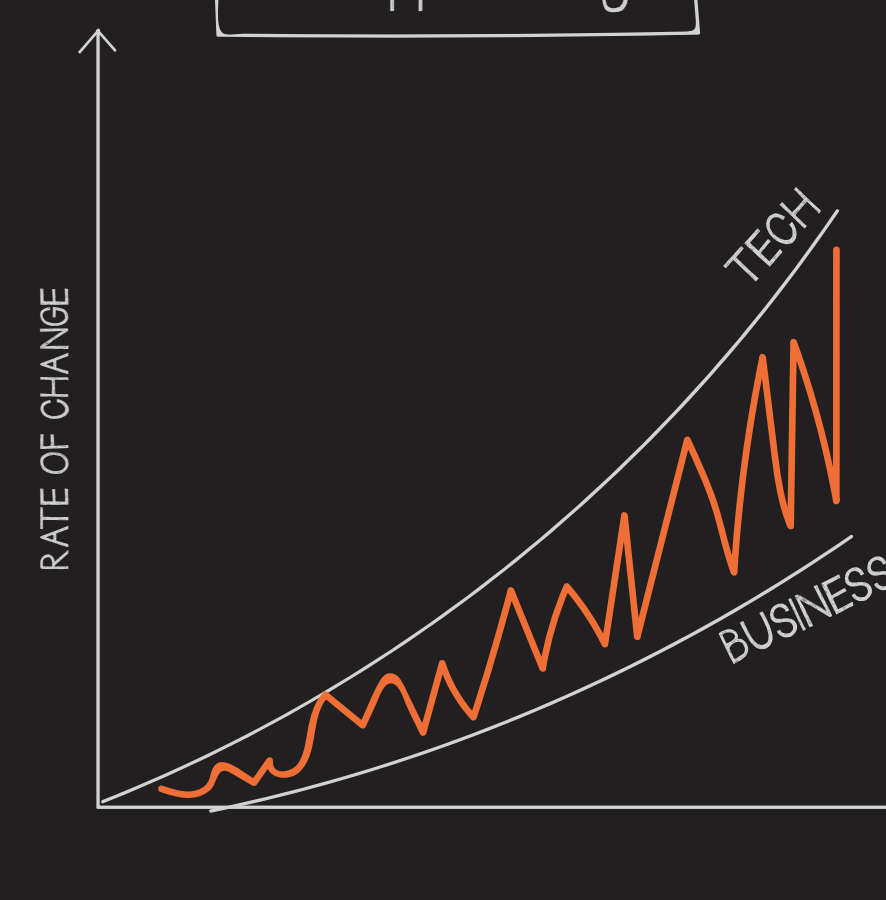
Long-term durable growth



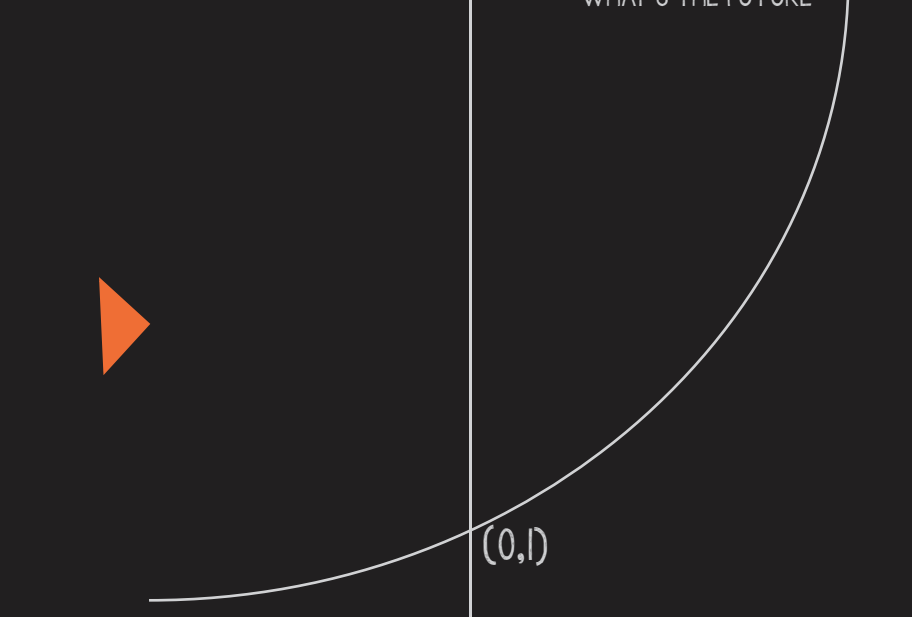
Growth comes from different horizons



This gap is our opportunity



WTF?
WHAT'S THE FUTURE



Most of future growth comes from where the risk is HIGH

HOW TO WIN?

PRODUCT	NEW	EXTENDED	EXISTING
	70% RISK ²	20%	10%
	NEW	ADJACENT	EXISTING

MARKET WHERE TO PLAY?