A COMPREHENSIVE INNOVATION SYSTEM ARCHITECTURE

1. **Domain Expand**
   - Domains align effort with strategic intent

2. **Discover Explore**
   - Iterative Deepening drives discovery

3. **Incubate Experiment**
   - Test & Learn drives incubation

4. **Accelerate Execute**
   - Scale and Optimize drives acceleration

5. **Opportunity Flow**
   - Flow is managed to match absorptive capacity

6. **Opportunity Readiness**
   - Readiness metric monitors progress

7. **New Business**
   - Opportunities at various readiness levels

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**Front-end Innovation for Technology-Driven Companies**

**Uncertainty Controls**
- Organizational Uncertainty
- Demand Uncertainty
- Design Uncertainty
- System Uncertainty

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**Opportunities** at various readiness levels:
- Horizon 1
- Horizon 2
- Horizon 3

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**Organic Growth**
- Far Adjacency & Breakthrough
## SEVEN KEY PLACES TO IMPROVE YOUR INNOVATION SYSTEM

<table>
<thead>
<tr>
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<th>Description</th>
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<tbody>
<tr>
<td>1</td>
<td>A four-phase framework that goes from strategic intent to scaling a new business.</td>
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<tr>
<td>2</td>
<td>Innovation discovery channels deliver a stream of horizon 2 and horizon 3 opportunities.</td>
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<td>3</td>
<td>Mechanisms to design and validate new opportunities and decide which ones should move into incubation.</td>
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<td>4</td>
<td>Transition proven opportunities into existing businesses or create new businesses to scale.</td>
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<td>5</td>
<td>Control opportunity flow to keep the pipeline full and match the absorptive capacity of the company.</td>
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<td>6</td>
<td>Manage the front-end process with clear metrics and controls that enable high decision velocity.</td>
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<td>7</td>
<td>Establish new horizon 2 &amp; 3 businesses that go beyond the incremental or sustaining.</td>
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