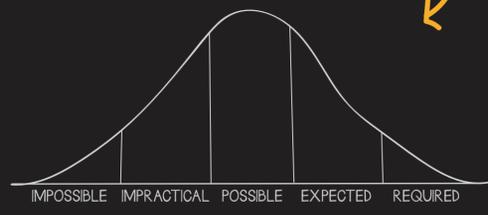
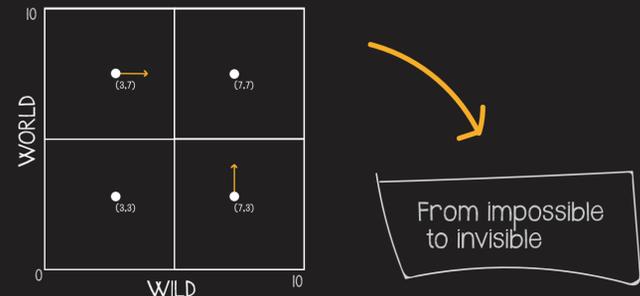
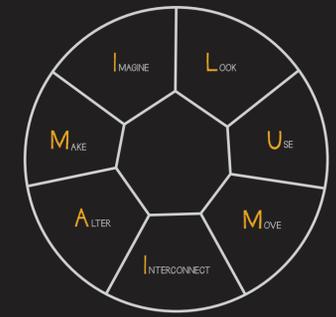
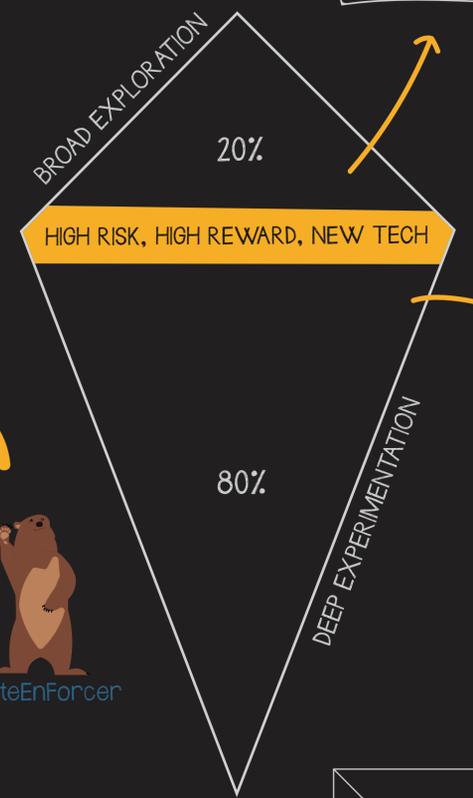


NewTechLab

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



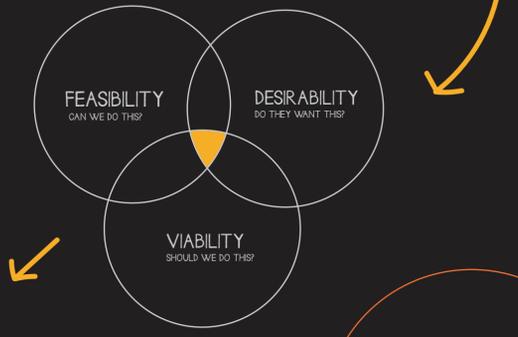
How to explore



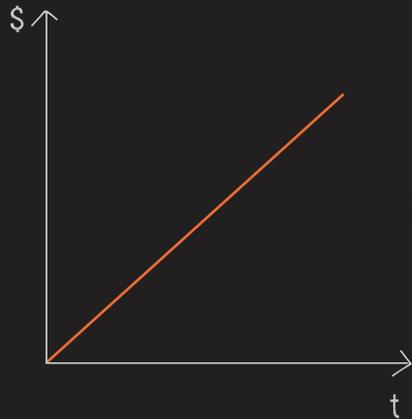
LEAN CANVAS

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

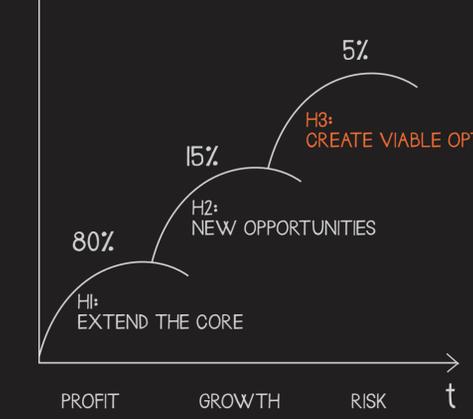
WHY do we exist... ?



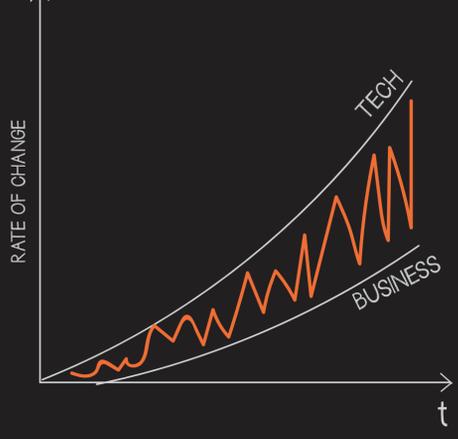
Long-term durable growth



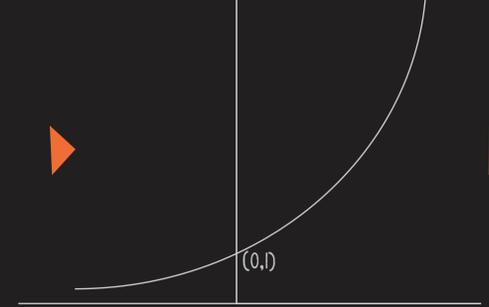
Growth comes from different horizons



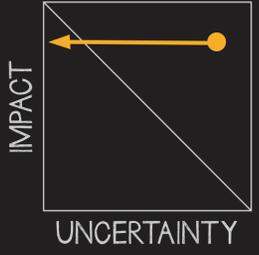
This gap is our opportunity



WTF? WHAT'S THE FUTURE



Most of future growth comes from where the risk is HIGH



HOW TO WIN? PRODUCT

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

MARKET WHERE TO PLAY?