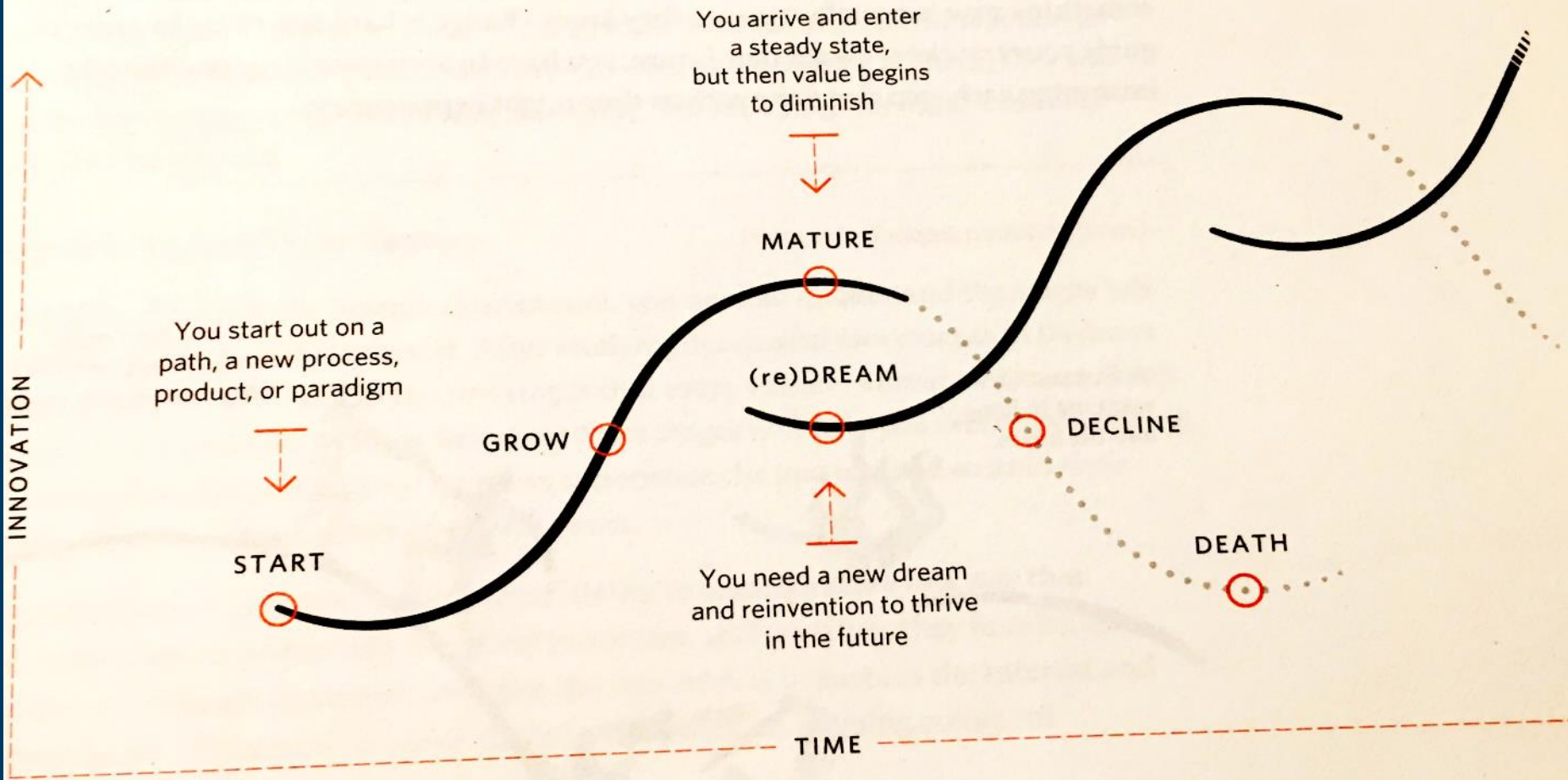
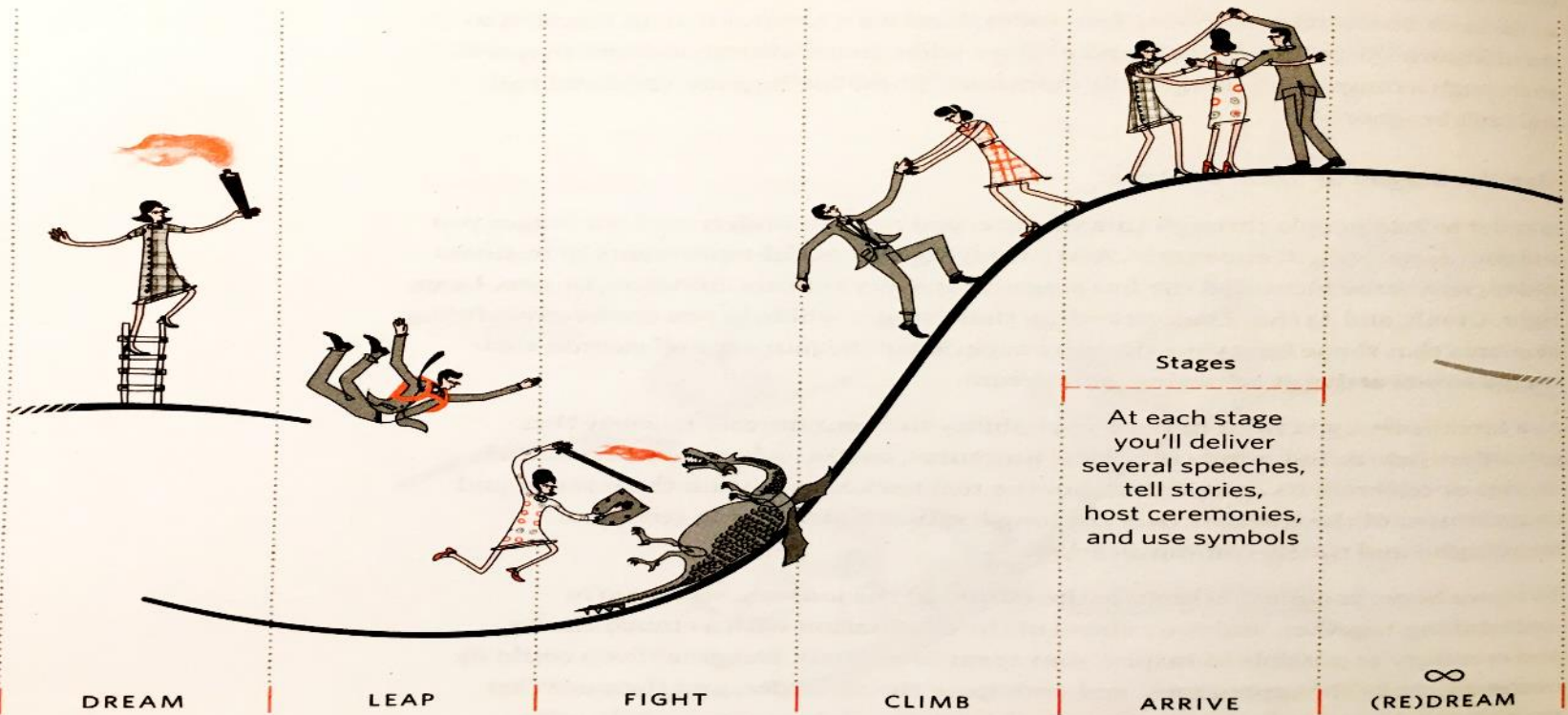


Innovation Life Cycle



Anatomy of a Venture Scape



Transformation Impacts Travelers

Wait a sec, you
want me to jump
into the abyss ...



... and then make
a long-ass climb out?
Are you freakin' crazy?



... encounter unknown
obstacles and pressures ...



*Each curve is a transformation, in which travelers will experience
a range of emotions throughout the venture.*
