

GInI Strategic Innovation Compass - SInC™

PARAMETERS			Target Market / Segment				Offering				Business Model			
PATHWAYS			APPROACH	Existing	Adjacent	New to Company	New to World	Existing	Modified	New to Company	New to World	Existing	Modified	New
VALUE CREATION	6	Creation	Hybrid				category				category			BMI
	5	Expansion	Hybrid			brand package				technology product service	technology product service	none		
	4	Escalation	Technical	none	market					technology product service	technology product service	none		
VALUE CAPTURE	3	Broadening	Hybrid	none	market	brand package		none					BMI	BMI
	2	Penetration	Commercial		market brand package	commodity		none				none		
	1	Perpetuation	Technical	none					product service			none		
VALUE EXTRACTION	0	Exploitation	None	none				none				none		