

THE OBJECTS, ATTRIBUTES AND SOURCES YOU LEARN ABOUT DEPEND ON THE PHASE OF THE MARKET OPPORTUNITY SPECTRUM YOU'RE PURSUING

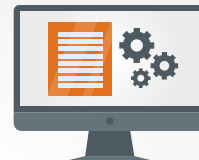


## REACTIVE

Reactive Response  
"Listen – React"



Product Users



Products



## RESPONSIVE

Additive Upgrade  
"Listen to Solve"



Buyers



Competitors



Influencers



Governors

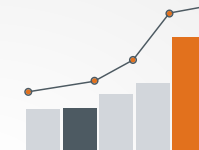


## INVENTIVE

Portfolio Expansion  
"Analyze to Expand"



Workflows



Trends



Markets



Gatekeepers



## DISRUPTIVE

Opportunistic Diversion  
"Synthesize to Lead"



Enablers



Synergies



Ecosystem



Meteors