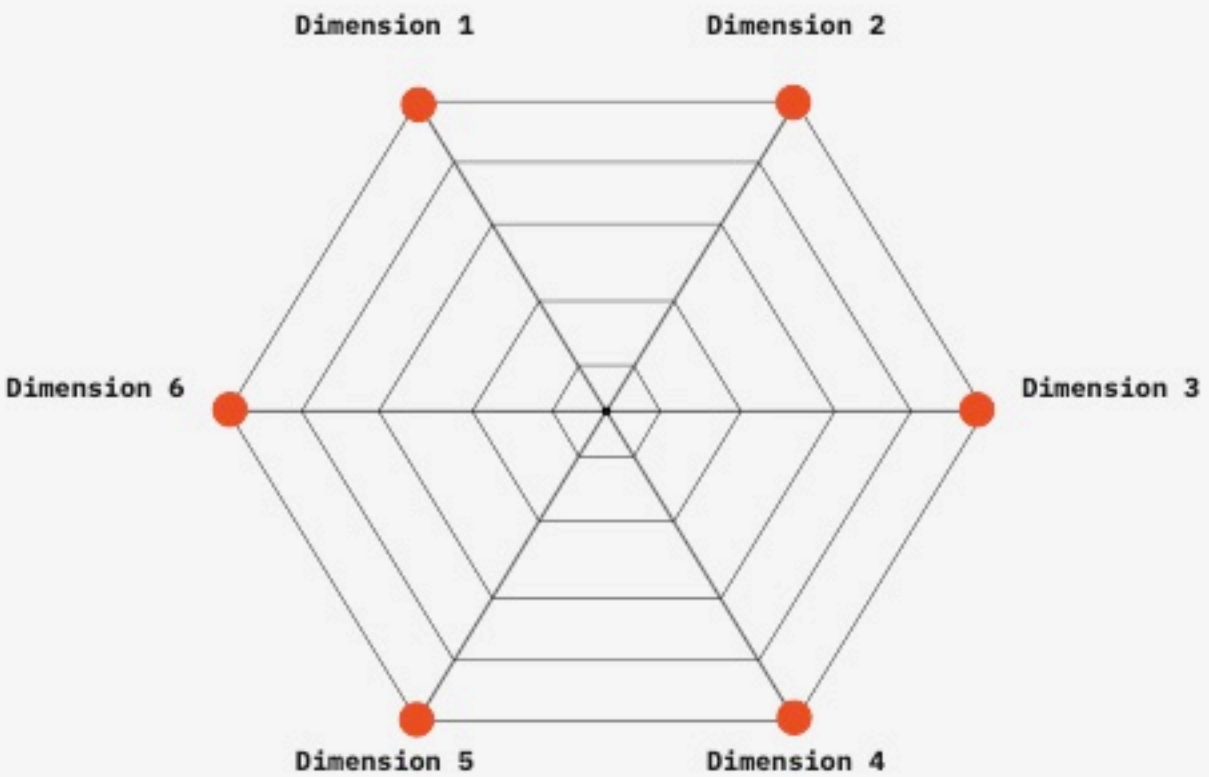


CONCEPT EVALUATION

Mapping the key strategic dimensions



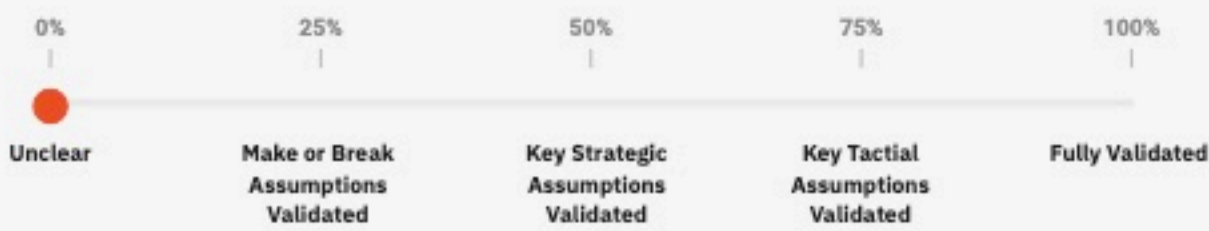
VALIDATION PROGRESS

How much do we know for certain?

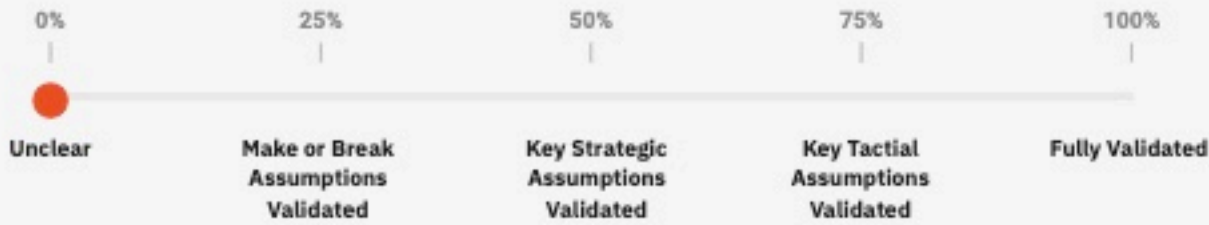
Desirability



Feasibility

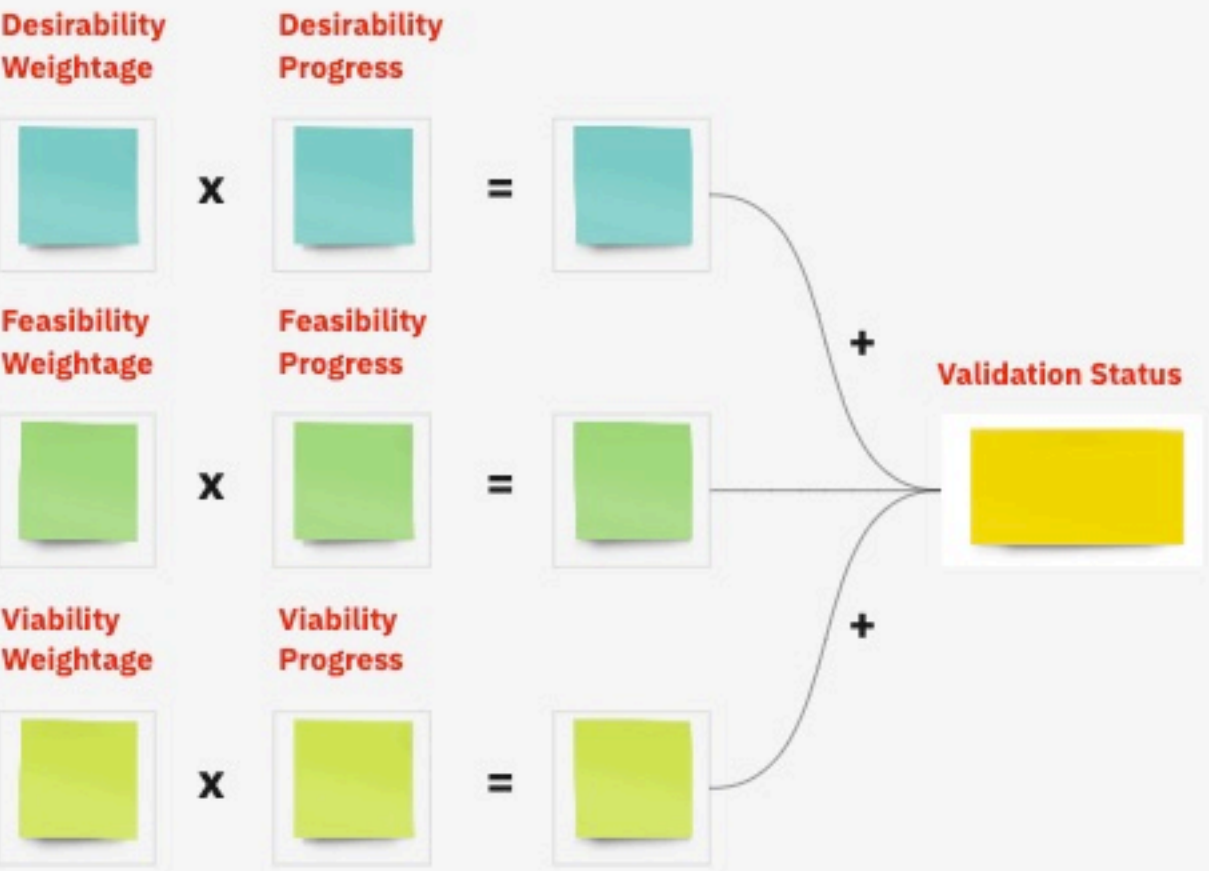


Viability



VALIDATION SCORE

How far are we?



K.O Criteria

SUITABILITY

What is the unfair advantage of the corporate?

**RESPONSIBILITY/
SUSTAINABILITY**

Does this create a positive impact?

**REGRET
MINIMIZATION**

Would we regret not having gone ahead with this in 10 years time?