

Innovation funnel mapping

Track innovation project progress across different stages - from defining the challenge to running pilots.

	1Define Challenge	2Validate Problem	3Test Solution	4Business fit	5Check Feasibility	6Run Pilot
Continuous Improvement For upgrades to existing systems, like improving ERP tools or increasing efficiency. Often part of operational excellence.						
Incremental Innovation Projects that are new to your organization but common elsewhere. Typically align with current business models and tech.						
Radical/Disruptive Innovation Bold initiatives that change how you work—new tech or business models that shift industry norms.						
Architectural Innovation Completely new to the world. Often combines new tech with a new business model to create breakthrough value.						