

THE HORIZONS OF INNOVATION

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FOUNDER, HORIZON THREE



**NEW
MARKETS**

**NEW-TO-THE
COMPANY
MARKETS**

**EXISTING
MARKETS**

HORIZON 1
Optimizing
existing products
for existing
customers

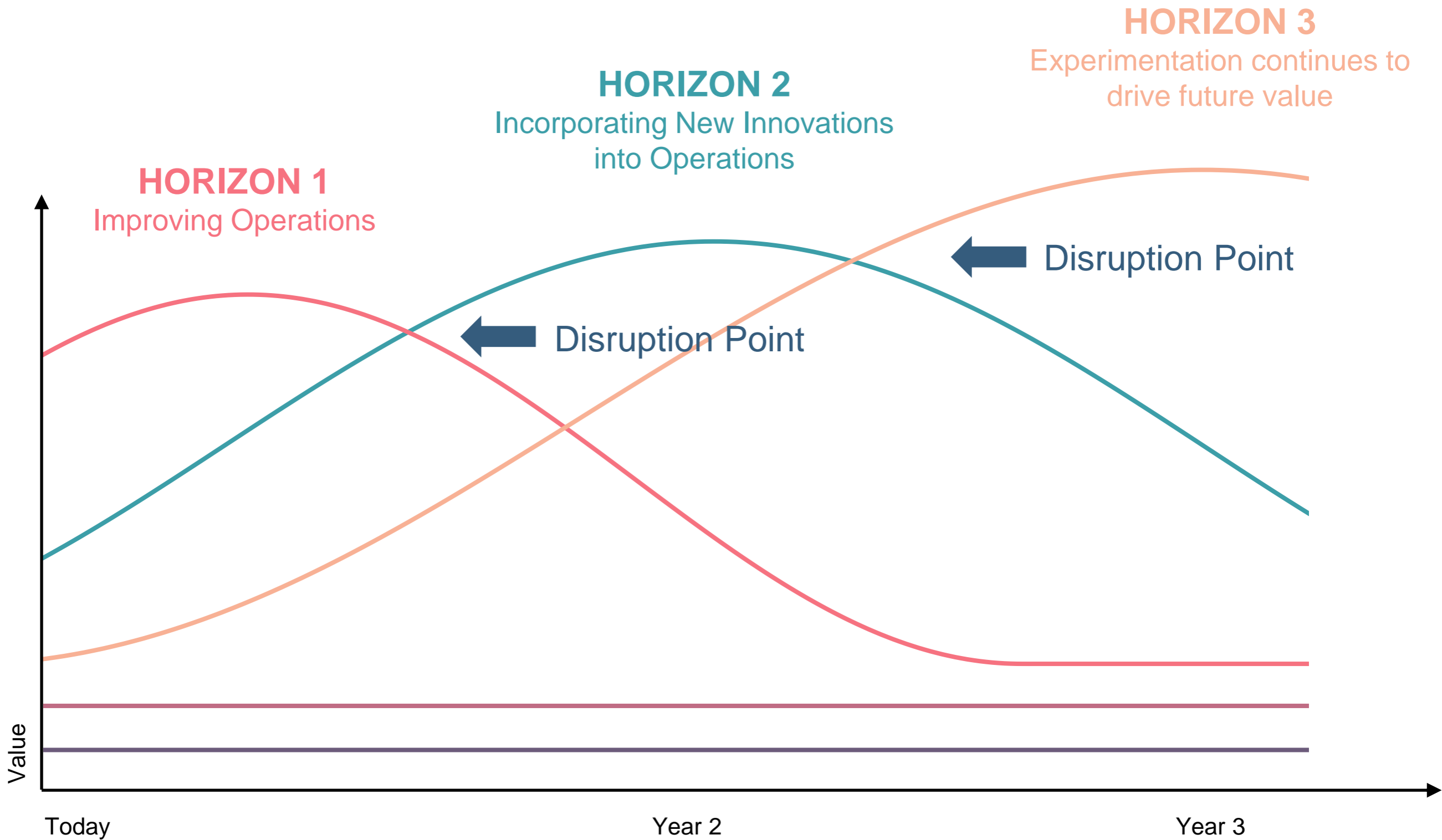
**EXISTING
SOLUTION**

HORIZON 2
Expanding from
existing business
into *new-to-the-company*
business

**NEW-TO-THE-
COMPANY SOLUTIONS**

HORIZON 3
Developing breakthroughs and
inventing things for markets that
don't exist yet.

**NEW-TO-WORLD
SOLUTIONS**



amazon



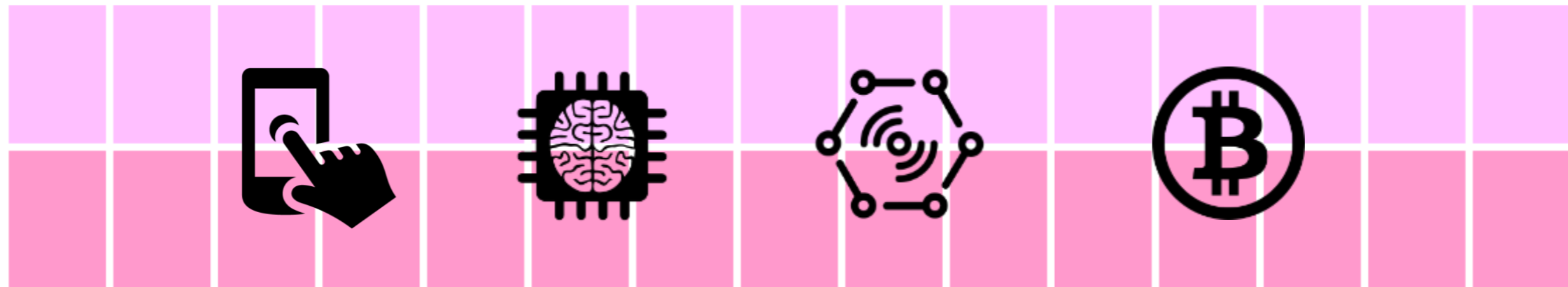
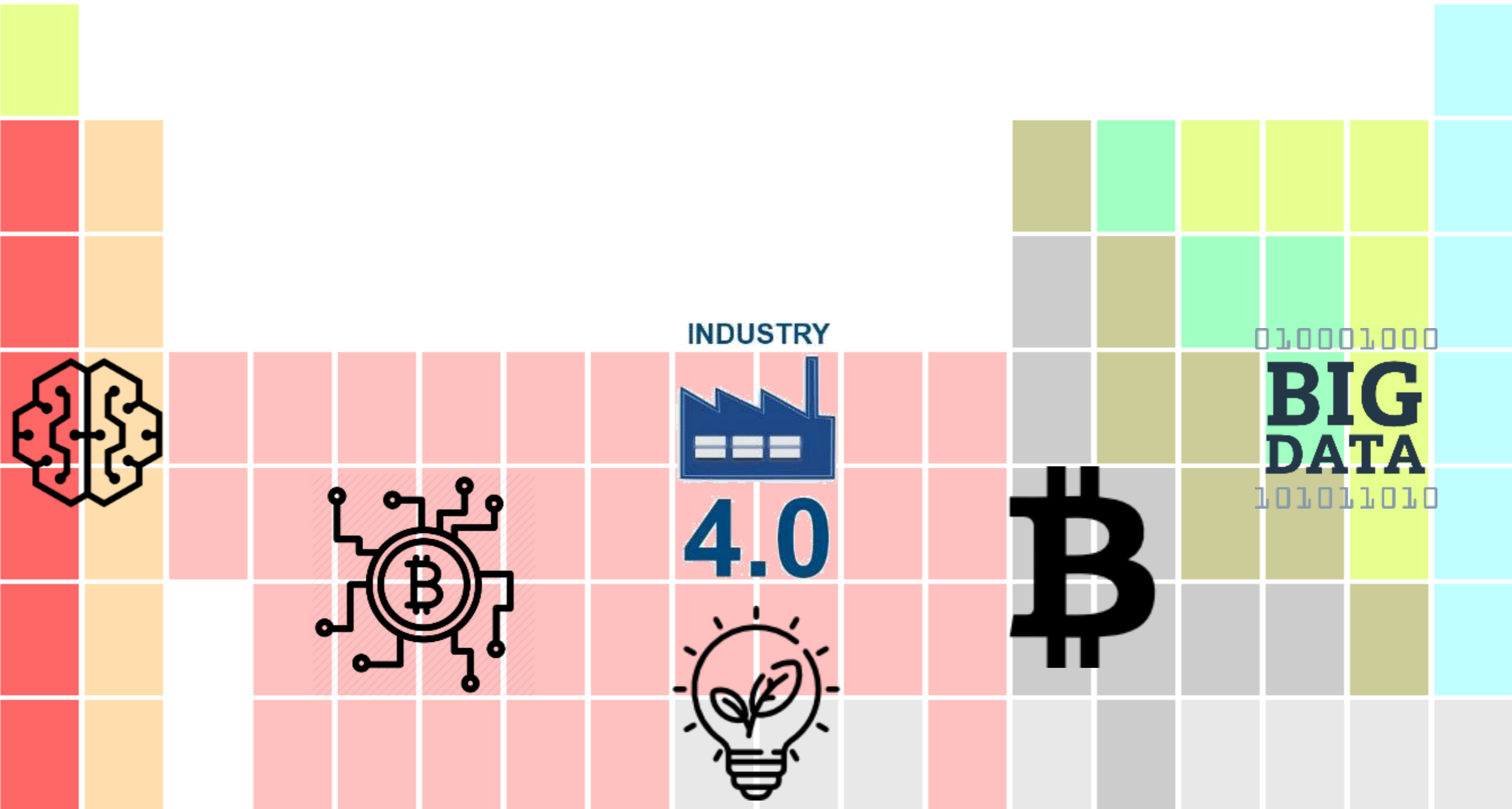
CORNING

Future-Ready Businesses Work in Horizon Three

3M

Google

Nintendo®





INNOVATION CULTURE



TECHNOLOGY



COMMUNITY & COLLABORATION



CONTINUAL LEARNING



DIVERSITY



SUSTAINABILITY