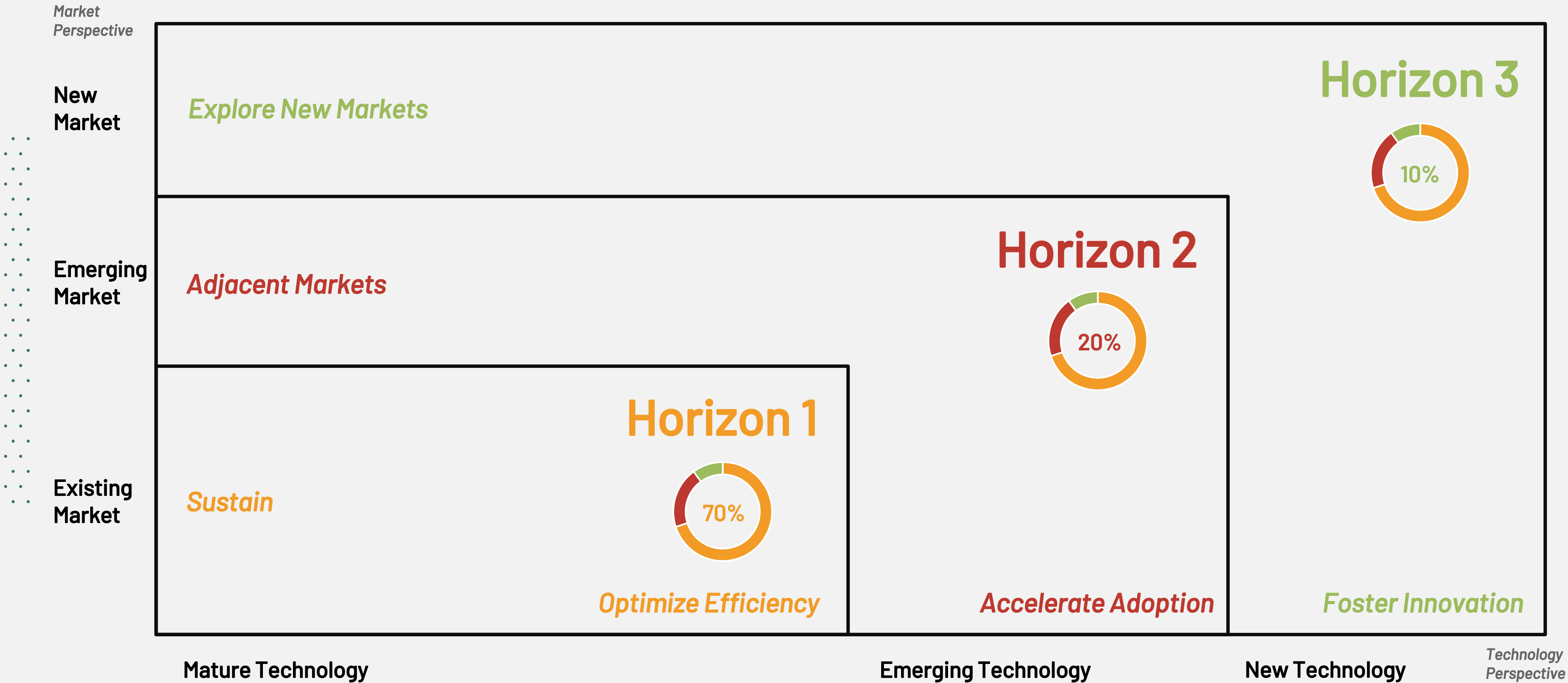




McKinsey – Three Horizons of Growth





McKinsey – Three Horizons of Growth



70-20-10 McKinsey rule

Market
Perspective

New
Market

Emerging
Market

Existing
Market

Explore New Markets

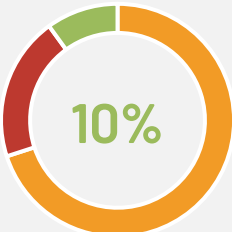
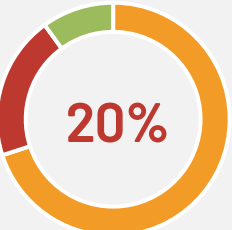
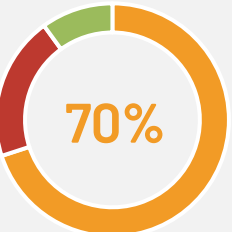
Adjacent Markets

Sustain

Horizon 1

Horizon 2

Horizon 3



Optimize Efficiency

Accelerate Adoption

Foster Innovation

Mature Technology

Emerging Technology

New Technology

Technology
Perspective

