CAPITAL DEPLOYMENT CONTINUUM

A multitude of strategies to consider to deliver innovation as part of a growth strategy.

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01 / EXPLORE	02 / BUILD	03 / PARTNER	04 / INVEST	05 / BUY
Explore	**Build**	**Partner**	**Invest**	**Buy**
Market Scanning	R&D Center	Co-Marketing	LP / Fund of Funds	Traditional M&A
Internal Incubator	Product Lab	Co-Development	Strategic	Joint Venture
External Accelerator	Emerging Business	Reseller (VAR, ISV, SI)	Financial	Acquihire

FIVE POSTURES ACROSS THE INNOVATION TOOLKIT · ALL EQUIVALENT · MIX AND SEQUENCE PER STRATEGY.

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