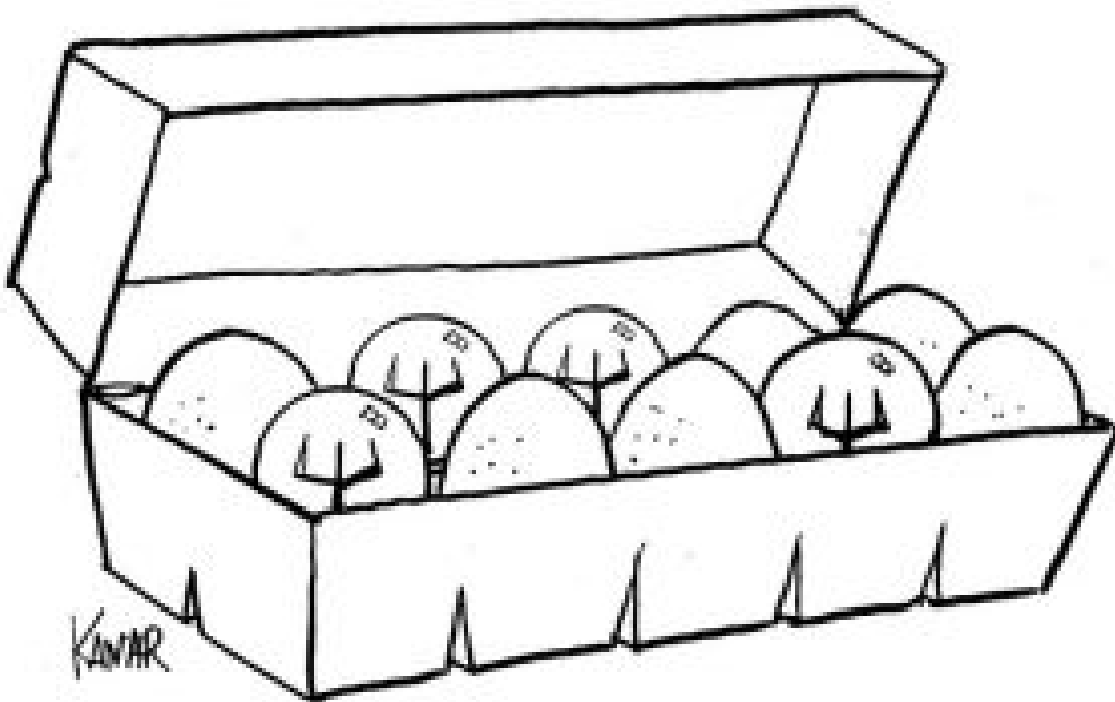
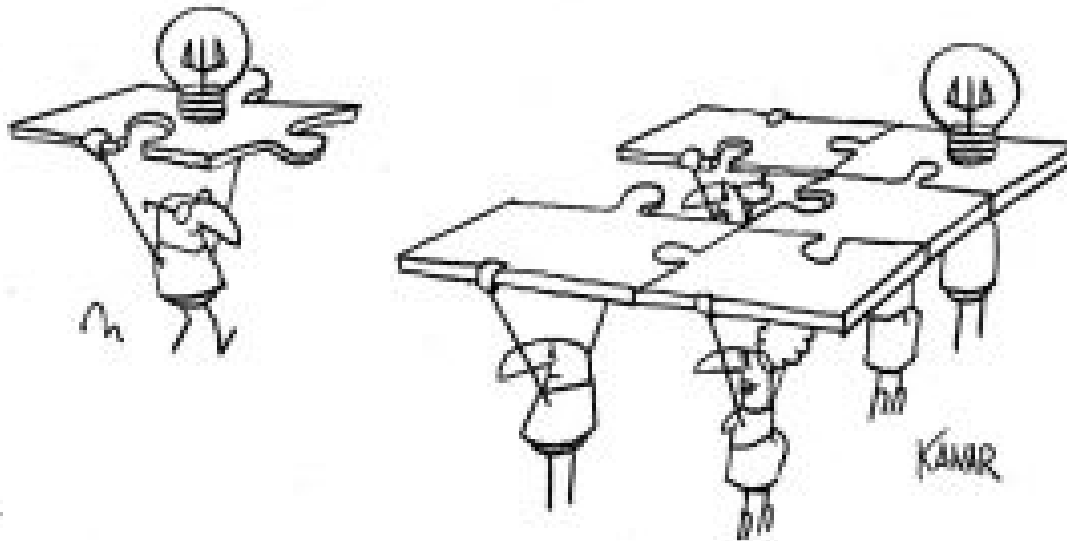


By Benoît Gailly, 17 January 2018

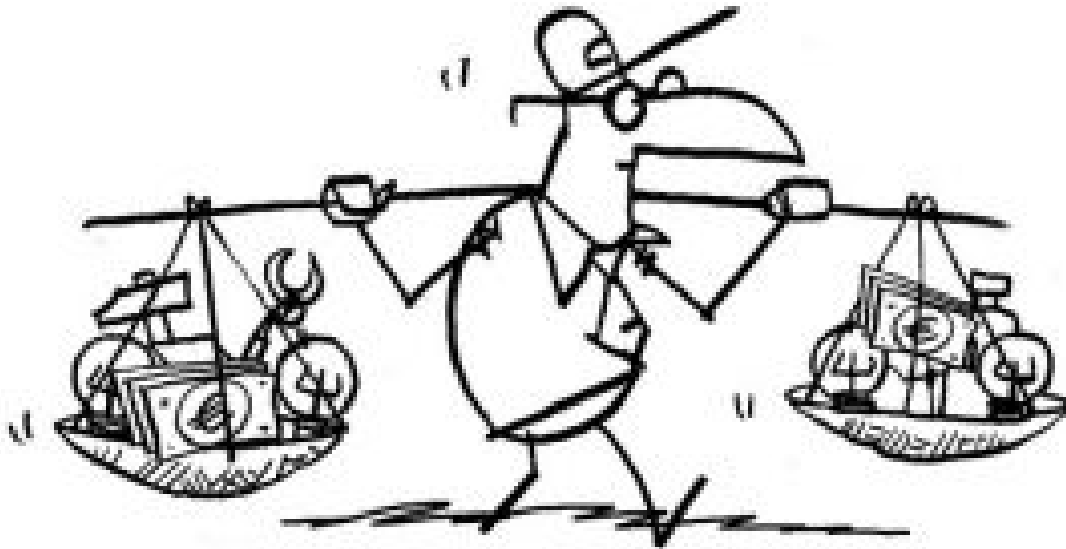
Building a consistent and balanced innovation portfolio



The value of an innovative opportunity – “the egg” – must be assessed, taking into account how and how much it fits with the **portfolio** of innovative and non-innovative projects currently pursued by an organization – “the baskets”.



How an innovation opportunity will affect the **consistency** of the corporate portfolio should be assessed, in terms of both the potential critical resources bottlenecks – in particular management’s and customers’ attention – and the potential technological and organizational synergies.



How much an innovation opportunity will affect the **balance and alignment** of the corporate portfolio should be assessed, both in terms of strategic scope – exploitation vs. exploration – and with respect to the time horizon – short-, mid- and long-term.

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Keywords: *portfolio management, synergies*

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Keywords: consistency, modularity, technology roadmap

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Keywords: *balance, time horizons*

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