Redefine Category "Never seen before" offering								
New Offering in existing category with new value proposition b								
Incremental Improvement to current market in existing category								
	Sales Channel • Distribution • Retailers • Partners	Business Model • Revenue model • Pricing model	Product Offering • Products • Components	Product Suite • Collection of products & services that provide complete solution	Marketing Branding Messaging Campaigns Web sites Catalogs	Customer Interaction Customer Service Community (online or not) Events	Core Capability Manufacturing Supply Chain Procurement	Enabling Processes • Legal/IP • Research • Product Development
	Business		Product		Communication		Process	