

	<b>Our focus</b>		
<b>Horizon/ Component</b>	<b>1</b>	<b>2</b>	<b>3</b>
<b>ROI Timeframe</b>	Short	Mid	Long
<b>Business Scope</b>	Core	Growth	Future
<b>TRL(±)</b>	7 - 9	4 - 6	1 - 3
<b>Activity</b>	Fabricate product	Demonstrate opportunity	Identify new market
<b>Deliverable</b>	Manufacturability demonstrated	Prototype exhibited	Market concept corroborated
<b>Focus</b>	Bottom-line accountability	Top-line growth	Turning out innovations
<b>Role</b>	Fabricators	Business developers	Intrapreneurs
<b>Mindset</b>	Tactical	Strategic	Goals
<b>Investment</b>	\$\$\$\$	\$\$	\$