Innovation Life Cycle

START
You start out on a path, a new process, product, or paradigm

GROW
You need a new dream and reinvention to thrive in the future

MATURE
You arrive and enter a steady state, but then value begins to diminish

(re)DREAM

DECLINE

DEATH

TIME

INNOVATION
Anatomy of a Venture Scape

Stages
At each stage you’ll deliver several speeches, tell stories, host ceremonies, and use symbols

DREAM | LEAP | FIGHT | CLIMB | ARRIVE | ∞ (RE)DREAM
Transformation Impacts Travelers

Wait a sec, you want me to jump into the abyss...

...and then make a long-ass climb out? Are you freakin’ crazy?

...encounter unknown obstacles and pressures...

Each curve is a transformation, in which travelers will experience a range of emotions throughout the venture.