

Innovation Card

EMERGENCY PORTFOLIO MAP

Strategic Importance	Propensity to buy (upgraded product)					
High	High	4	2	1		
Low	High	7	5	3		
High	Low					
Low	Low	9	8	6		
Propensity to buy (actual product)		High	High	Low	Low	---
Residual Investment		High	Low	High	Low	Null

Why?

Customers' needs are changed, so product and services under development should be reviewed

When?

As soon as possible

Who?

Company Management Team + Product Managers

How?

- Identify the emerging needs (e.g. health security, durability, essentiality, virtualization, ...)
- For each product and service under development:
 - Defined required changes
 - Evaluate:
 - Strategic importance for the company
 - Client propensity to buy
 - Residual investment
 - Estimated turnover
- Assign new priorities to all projects under development