

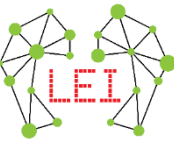
Creative, bad,  
undeveloped  
and crazy ideas



Evaluate **Feasibility**



FAMILIAR AND  
INCREMENTAL  
RESULTS



Creative, bad,  
undeveloped  
and crazy ideas



Evaluate for  
**Potential**



Can be  
developed  
for feasibility

"Can explore  
further"?  
Or  
"Can move to  
feasibility study"?