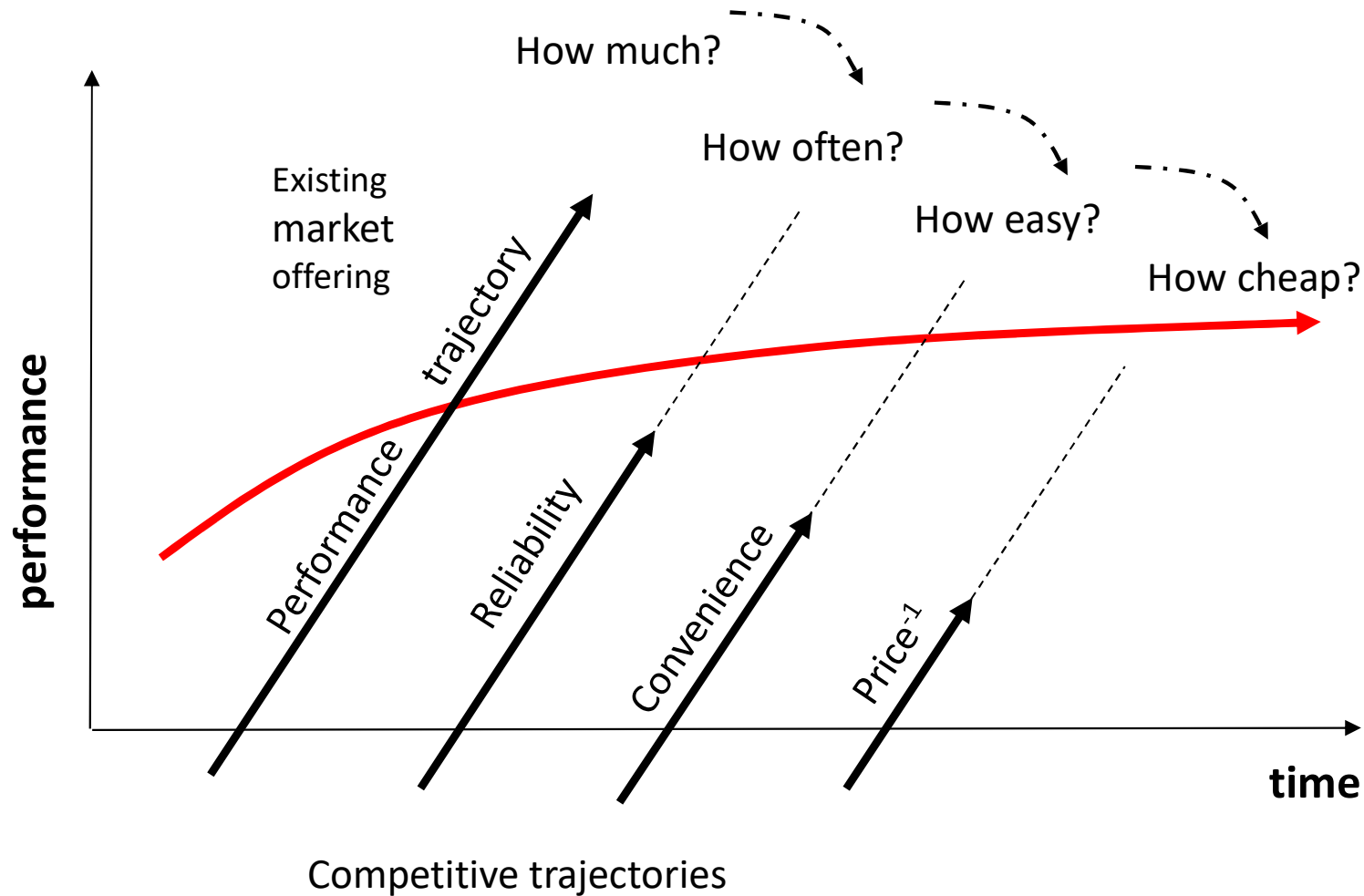


# What kind of innovation can competitors pursue?

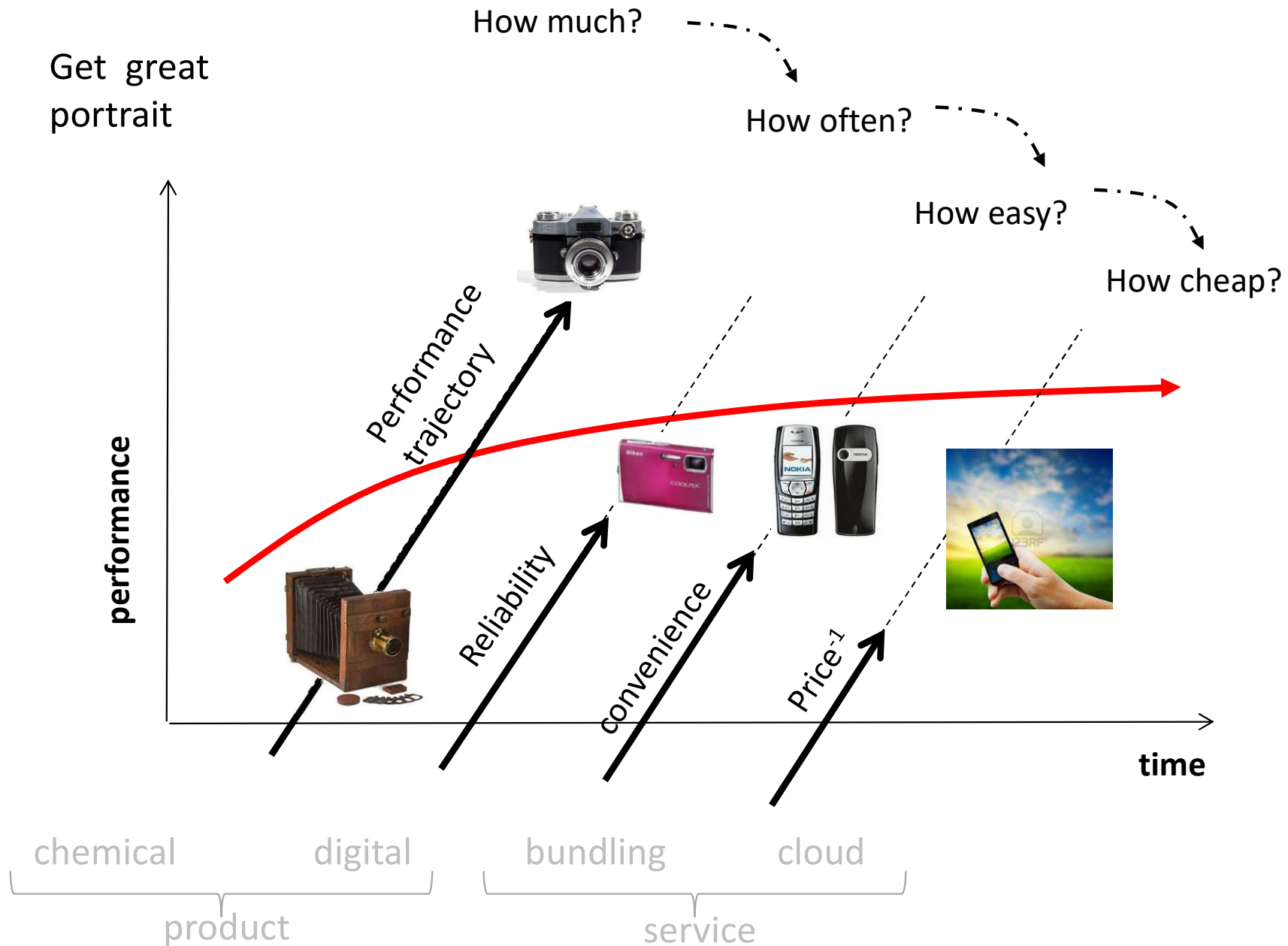
Probably one of the 4 innovation trajectories:



# Once “performance” is achieved, what is the client looking for?

The new disruptive technology, will offer more performance, just of a different kind

Get great portrait



## What Next?

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**Thank You!**

**Flavio**