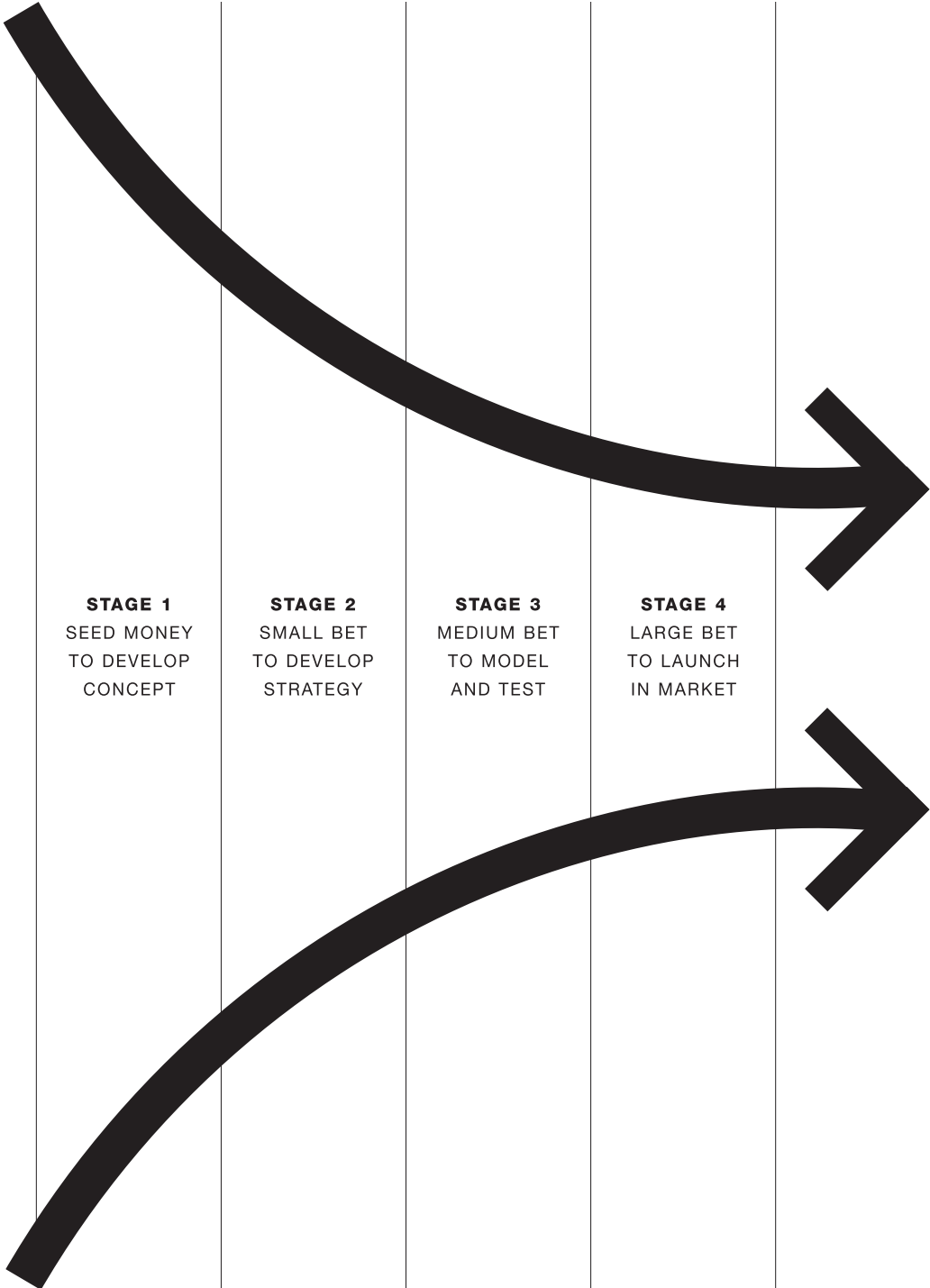


STAGE-GATE INNOVATION



Source: Marty Neumeier, *The Designful Company*