

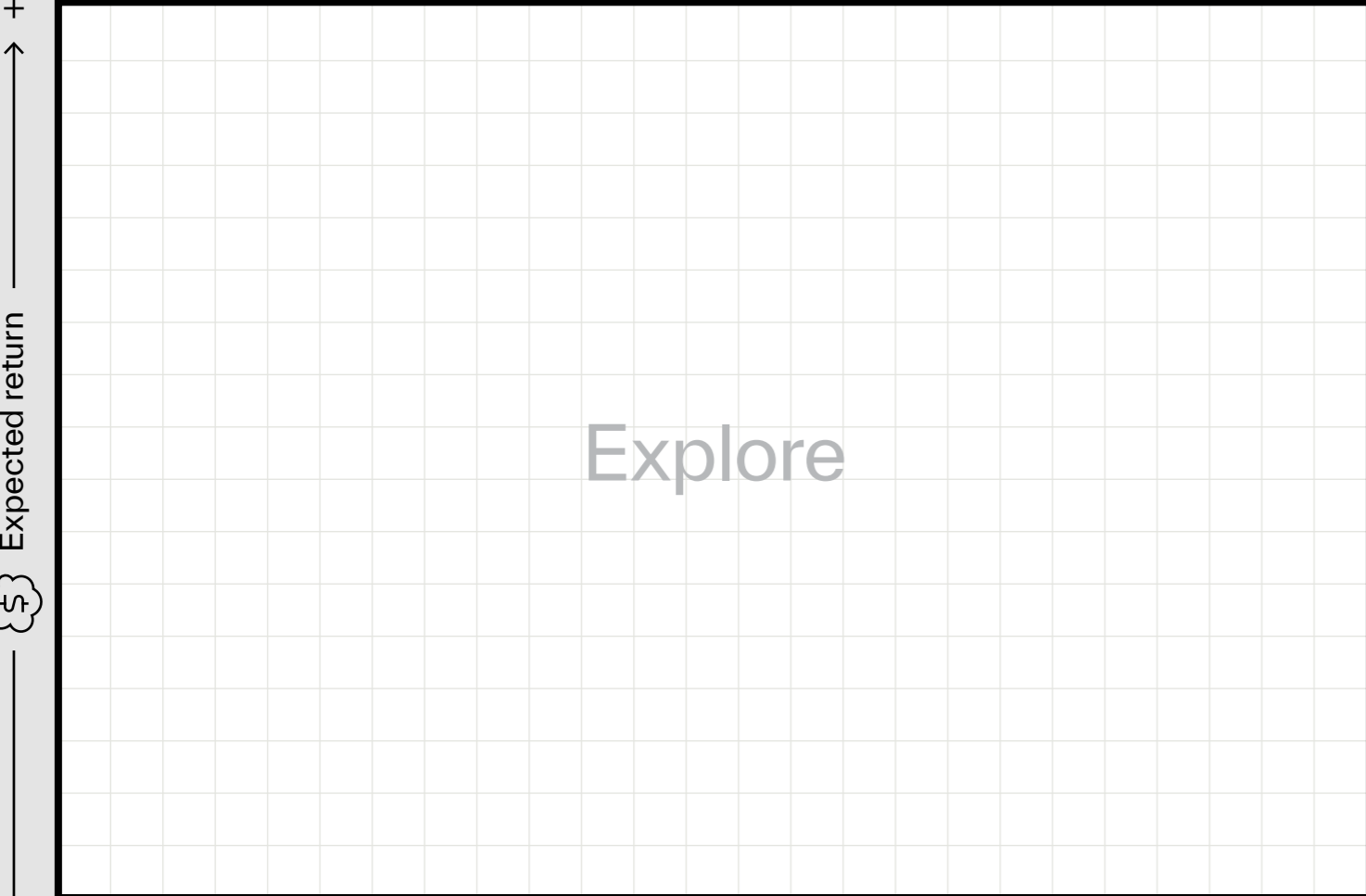
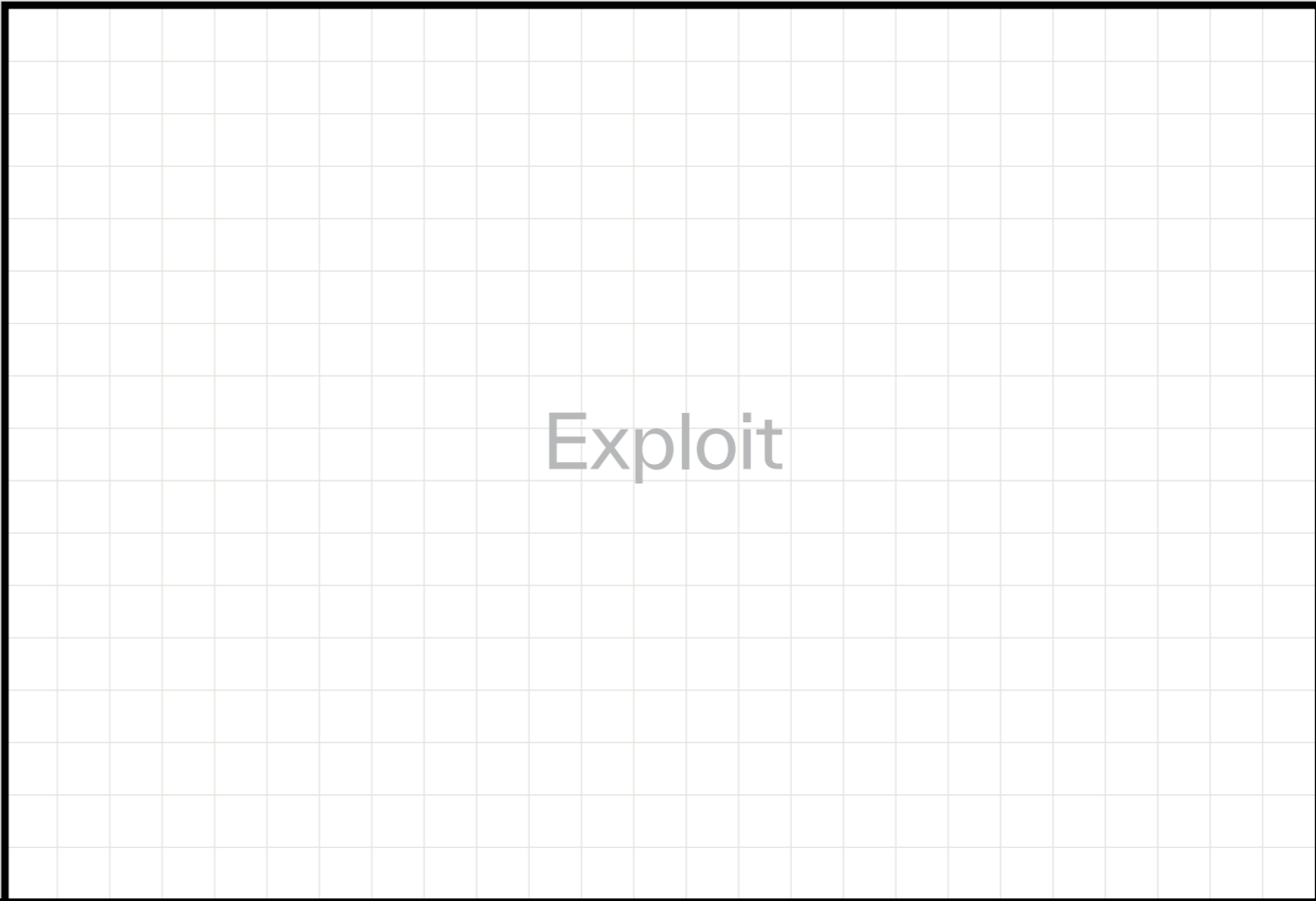
The Portfolio Map

Business:

Designed by:

Date:

+
↑
Return
↓
\$



+
↑
Expected return
↓
\$

Death and disruption risk → -

← - Innovation risk →