

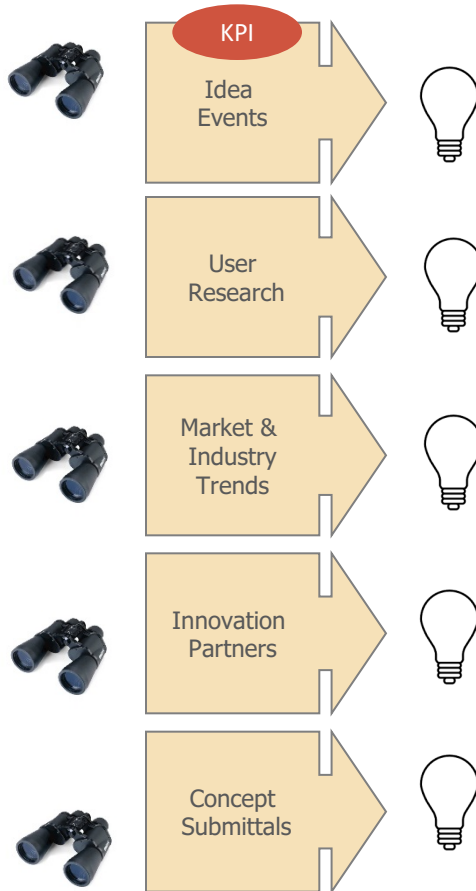
# Front End of the Pipeline Exploration

Identify, define, and prioritize problems & opportunities

## Opportunity Drivers

- Energy Efficiency
- Healthy Homes
- Aging Homes
- Aging in Place
- Smart Homes
- Housing Turnover
- Home Design Trends
- Need for Storage
- Labor Shortage
- Demographic Shifts

## Seek & Understand Ideas & Problems



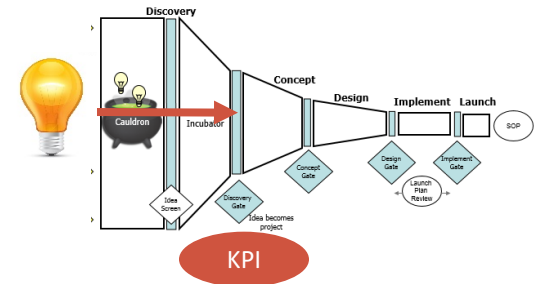
## Screening Models



## Development Mature Ideas into Opportunities

### Discovery Gate Questions

- Is there a viable business opportunity?
- What is the strategy?
- Who is the target user and the target channel?
- What should the product do?
- How will we compete?
- Should we invest to develop



### Discovery Stage Activities

- Problem ID
- Idea Generation
- Idea Assessment
- Discovery Prototypes
- User Discovery Research
- Strategic Fit
- Channel Fit
- Market Size Assessment
- Identify Market Players
- Prelim Cost/ Price Target
- Technical Process Assessment
- Product Definition
- Gate Documentation & Plan



Broaden Understanding

Broaden Ecosystem

Broaden Perspectives