# Perfect and Scale

Incumbencies' Valuations Depreciate

# **Transition**

Early Stage

## Visionaries See Advantages as Incumbencies Defend

**Target Market Behavior** 

Outdated Industries Lose

**Business Models with** 

**Advanced Capabilities** 

Incumbencies Restructure

Grow/ Users Engage with

Demand Continues to

Visionaries Endorse/

Demand Increases/

Incumbencies Slow to

Entrepreneur

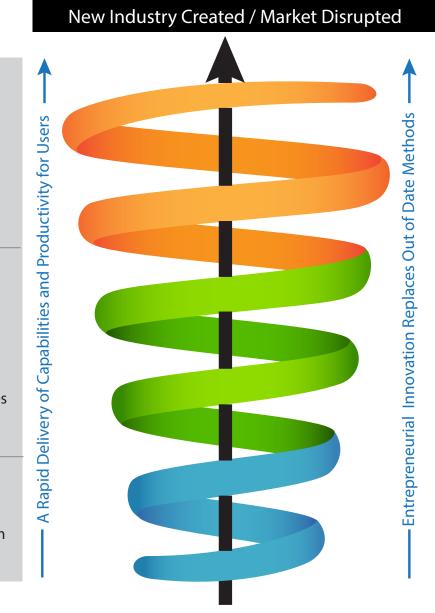
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**Market Positions** 

· Visionaries Use New

## the Status Quo

- Skepticism Lessens
- · Some See Benefits
- Users View with Skepticism



## **Entrepreneurial Behavior**

- Success Attracts More Entrepreneurs
- Derivative and Expanded **Innovations Emerge**
- Entrepreneur Scales
- The Opportunity Improves/Attracts Talent and Funding
- Technology Matures; Validation Begins
- Prototypes Enter the Market
- **Business Plans Develop**
- Innovative Ideas Originate
- Entrepreneurs Invest to Capture the Opportunity

**Transition** 

Early Stage

**Entrepreneurs See Opportunity** 

# Entrepreneurial Innovation is Incomplete in the DoD Innovation Ecosystem Without EI, the U.S. DoD Will Have Legacy Systems Irrelevant to the Defense of its People

