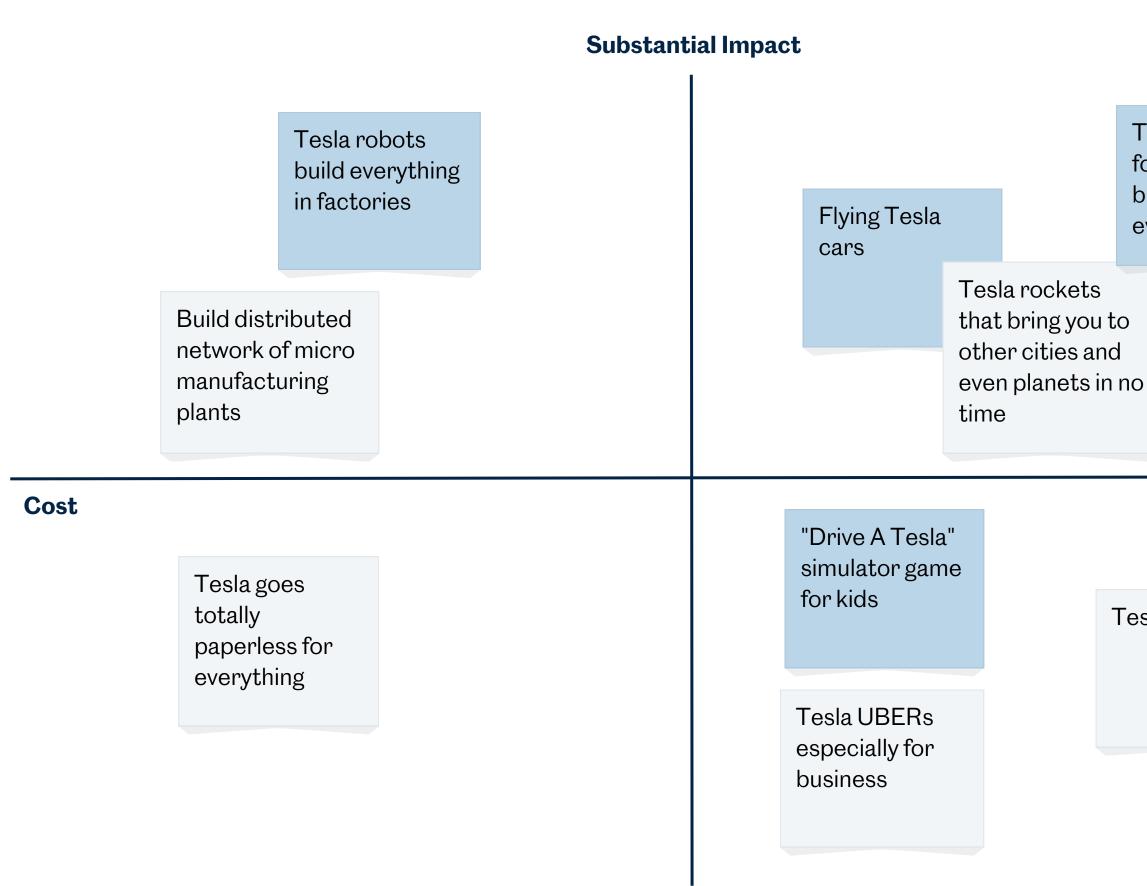


## Bluelion Innovation Matrix - Example Tesla



## **Incremental Impact**



Tesla energy for home, business and everywhere

Revenue

## **Tesla E-Bikes**

## Tesla airplanes

https://designabetterbusiness.com/2017/12/14/filter-your-ideas-with-the-innovation-matrix/