## Horizon 3: Disruption

The third (long-term) horizon comprises innovations that concern a possible (far) future (core) business. There is neither a currently existing market for these kind of innovations which are most often disruptive, nor is the required technology in a mature state yet. Hence, the risks as well as the business opportunities are high.

## Horizon 2: Transformation 💝

The second (mid-term) horizon is focused on business ideas which will form the future (core) business of the company. These adress already existing markets and are based on already existing technologies. However, the company has not yet been active in this market and did not yet test the technology for itself. Hence, there are technical as well as economical risks.

## Horizon 1: Adaption 🔗

Products and services of the first (short-term) horizon extend and defend the current core business. These address existing and already occupied markets by using already existing as well as already exploited technology. Hence, the risk of this business as well as its potential is low.

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