Exhibit 54

10 X 10 INNOVATION

Opportunity Area

10 Types of Innovation ..... **[X]** ..... **10 Faces of Innovation**

Finance
1. Business Model
2. Networking

Process

3. Enabling process
4. Core process

Offering

5. Product performance
6. Product system
7. Service

Delivery

8. Channel
9. Brand
10. Customer experience

100 Theoretical Prisms to Work Through

1. Anthropologist
2. Cross-pollinator
3. Experimenter
4. Hurdler
5. Collaborator
6. Director
7. Experience architect
8. Set designer
9. Storyteller
10. Caregiver

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