

The diagram features a large dashed circle. Inside this circle is a smaller, solid dark gray circle. The text 'INNOVATION DELIVERED' is centered within the solid circle. Below the solid circle, a vertical double-headed arrow points from the bottom of the solid circle to the bottom of the dashed circle. To the right of this arrow is the text 'LOST OPPORTUNITY'. Below the dashed circle, the text 'INNOVATION POTENTIAL' is centered.

**INNOVATION
DELIVERED**

**LOST
OPPORTUNITY**

**INNOVATION
POTENTIAL**