Project Portfolio Canvas

Feasibility

Bread + Butter

- High probability of success
- Relatively low business value
- Incremental technology
- Essential for near term

Pearls

- High probability of success
- High business value
- Manageable technology
- Expected long term benefits

White Elephants

- Success unlikely
- Low expected business value
- High technological effort
- May have political value though...

Oysters

- Lower probability of success
- High business value - if successful
- Often break-through technology
- Essential for long term

Business Value

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