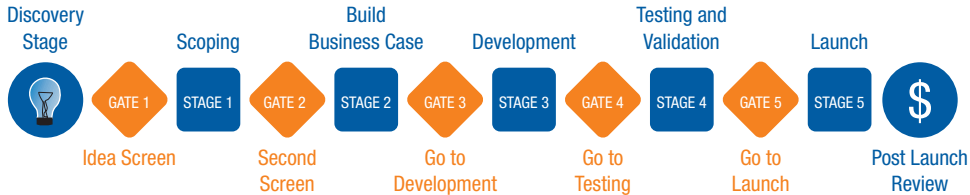


**FIGURE 4.4:** Stage-Gate® Approach to Developing New Products



**SOURCE:** Adapted from Product Development Institute. (n.d.). Stage-Gate®—Your Roadmap for New Product Development. Retrieved from <http://www.prod-dev.com/stage-gate.php>. Stage-Gate® is a registered trademark of Stage-Gate Inc.