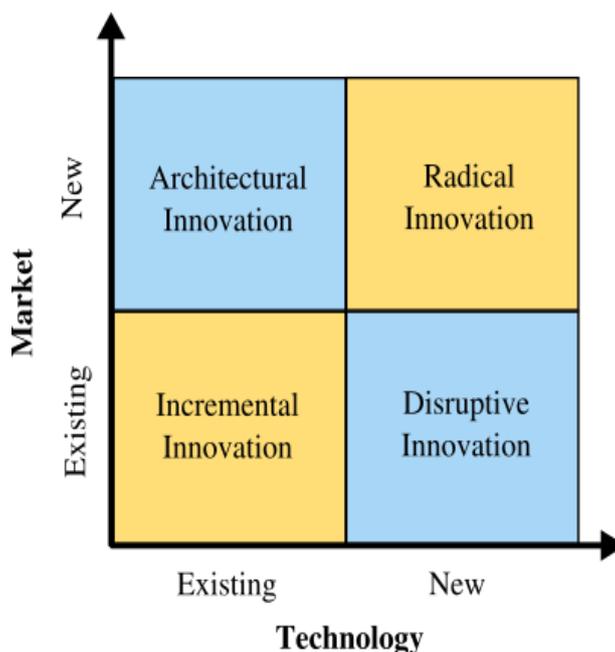


The Innovation Cycle

Types of innovation

It is remarkable how many people are under the false assumption that companies are either innovative or not. This is a very polarizing and simplistic perspective that does not take into account the different types of innovations that companies can and do pursue.

For this post, let’s break down innovation into two dimensions: Technology and Market, which gives us the following 4 types of innovation:



Incremental Innovation

Incremental Innovation is the most common form of innovation. It utilizes your existing technology and increases value to the customer (features, design changes, etc.) within your existing market. Almost all companies engage in incremental innovation in one form or another.

Disruptive Innovation

Disruptive innovation, also known as stealth innovation, involves applying new technology or processes to your company’s current market. It is stealthy in nature since newer tech will often be inferior to existing market technology. This newer technology is often more expensive, has fewer features, is harder to use, and is not as aesthetically pleasing. It is only after a few iterations that the newer tech surpasses the old and disrupts all existing companies. By then, it might be too late for the established companies to quickly compete with the newer technology.

Architectural Innovation

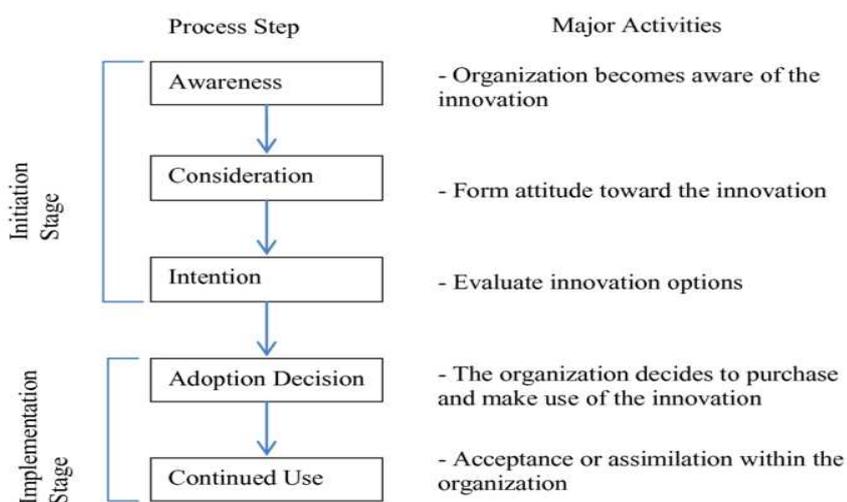
Architectural innovation is simply taking the lessons, skills and overall technology and applying them within a different market. This innovation is amazing at increasing new customers as long as the new market is receptive. Most of the time, the risk involved in architectural innovation is low due to the reliance and reintroduction of proven technology. Though most of the time it requires tweaking to match the requirements of the new market.

Radical innovation

Radical innovation is what we think of mostly when considering innovation. It gives birth to new industries (or swallows existing ones) and involves creating revolutionary technology. The airplane, for example, was not the first mode of transportation, but it is revolutionary as it allowed commercialized air travel to develop and prosper.

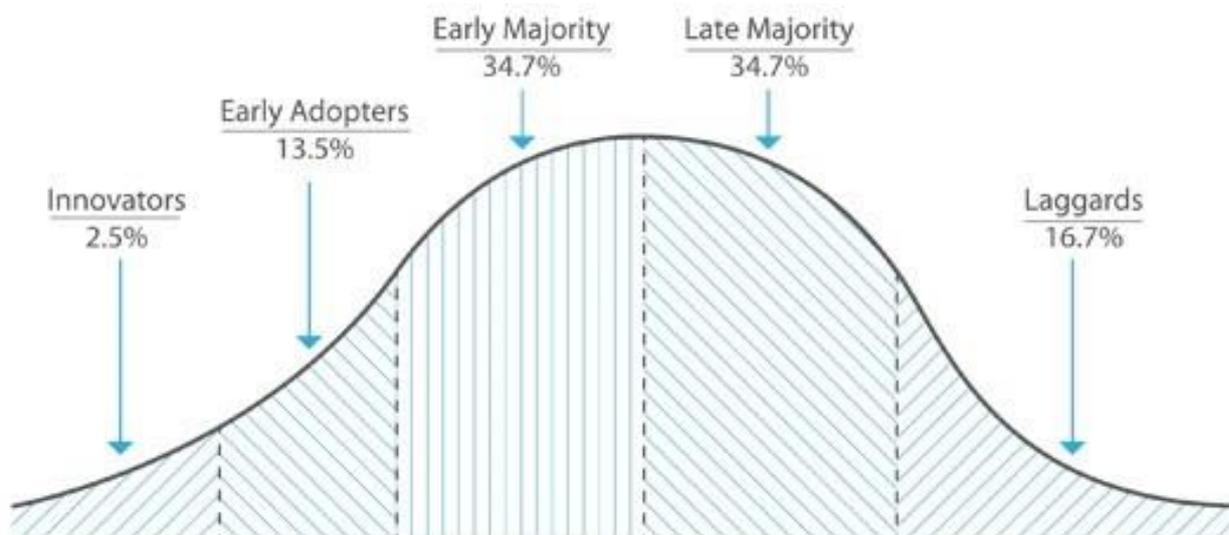
5 stages of organization innovation adoption

Roger’s 5 stages of innovation adoption which are awareness, interest, evaluation, trial, and adoption that are necessary for any organization / individual to take a decision to accept/use an innovation or not



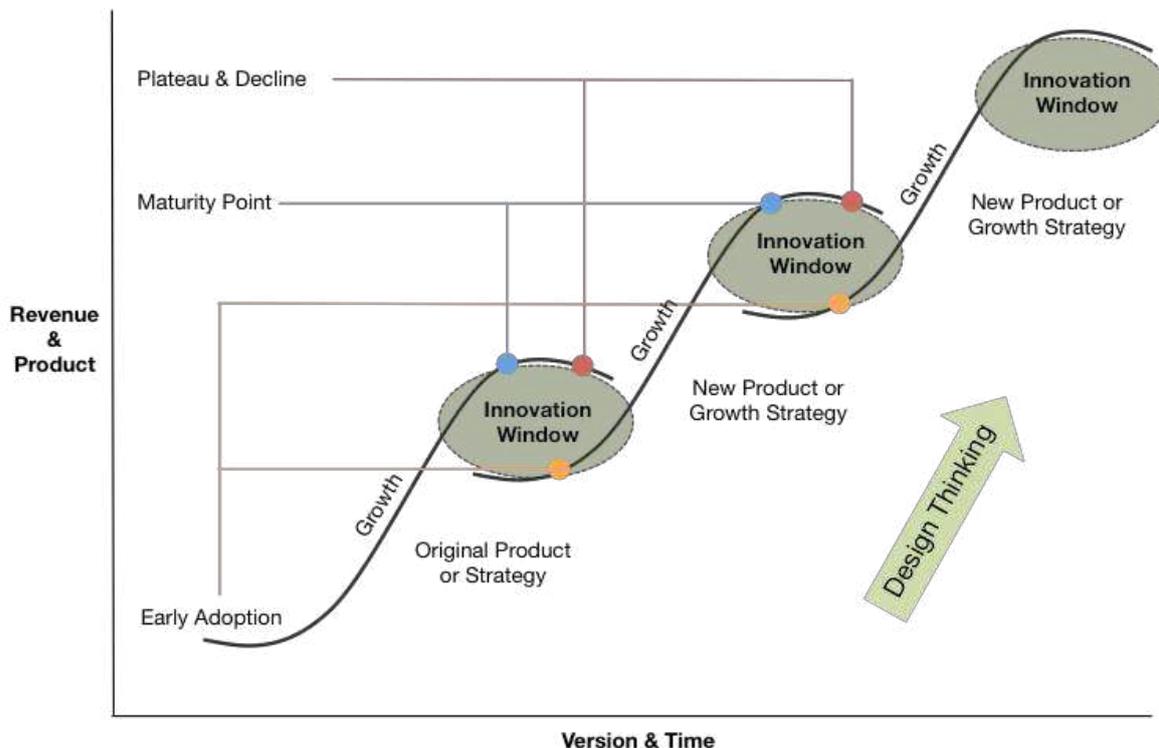
Diffusion of innovations (Simon Sinek Law of Diffusion of Innovation)

A model that classifies adopters of innovations based on their level of readiness to accept new ideas. Innovative adoption characteristics are assigned to groups to show that all innovations go through a predictable process before becoming widely adopted.



S Curves

It is used to determine performance in regards to time and effort. It assists in determining the level of maturity of the industry / product.



Types of Innovation. (2015, June 30). Retrieved from

<https://techblog.constantcontact.com/software-development/types-of-innovation/>

Why S-Curves Are Probably the Most Important Concept in Entrepreneurship. (2018, September 21). Retrieved from <https://innospective.net/why-s-curves-are-probably-the-most-important-concept-in-entrepreneurship/>

The Law of Diffusion of Innovation [What I learned from a TED Talk (part 3)]. (n.d.). Retrieved from <https://hopenetworkministries.org/2016/12/the-law-of-diffusion-of-innovation/>