

Types of innovations

Types of innovations

1. Business Model Innovation

- Changing the way business is done in terms of capturing value
 - Dell's build-to-order personal computers

2. Marketing Innovation

- Development of new marketing methods with improvement in product design or packaging, product promotion or pricing
 - Nike's *Air Jordan*

Types of innovations

3. Organizational Innovation

- Creation or alteration of business structures, practices, and models, and may therefore include process, marketing and business model innovation
 - Avon's customer-based sales force

4. Process Innovation

- Implementation of a new or significantly improved production or delivery method
 - Netflix mail order movie rentals

Types of innovations (con't)

5. Product Innovation

- Introduction of a new good or service that is new or substantially improved
- May include improvements in functional characteristics, technical abilities, ease of use, or any other dimension
 - Apple's iTunes

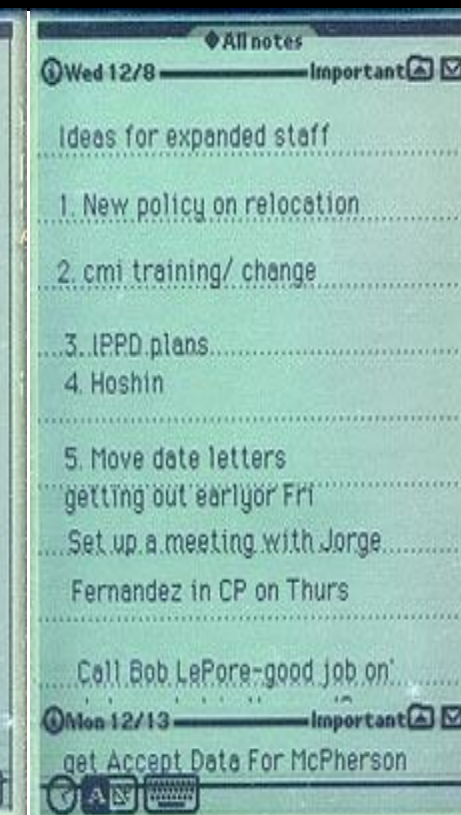
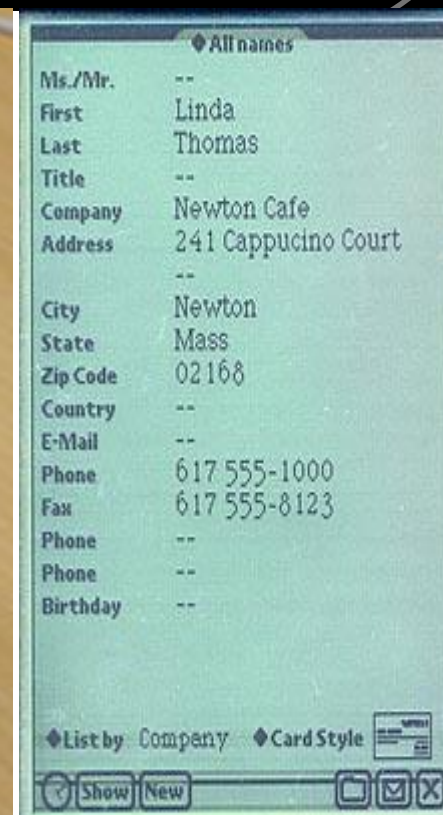
Types of innovations (con't)

6. Service Innovation

- Similar to product innovation except that the innovation relates to services
 - Zipcar car rentals

7. Supply Chain Innovation

- Occur in the sourcing of input products from suppliers and the delivery of output products to customers
 - Alibaba web-based supplier directory



Apple Newton

Model:	H1000 MessagePad
Announced:	May 1992
Available:	August 1993
Price:	US \$699.99
CPU:	ARM 610 (RISC) @ 20 MHz
RAM:	640K internal, 4MB PCMCIA
Display:	336 x 240 reflective LCD
Interface:	touch-screen w/ stylus
Ports:	RS422 serial, Infrared
Expansion:	one PCMCIA (Type II) slot
OS:	Newton OS v1.05

XPS™ M2010

[360°](#)[Design](#)[Technology](#)[Gallery](#)

A MOBILE REVOLUTION

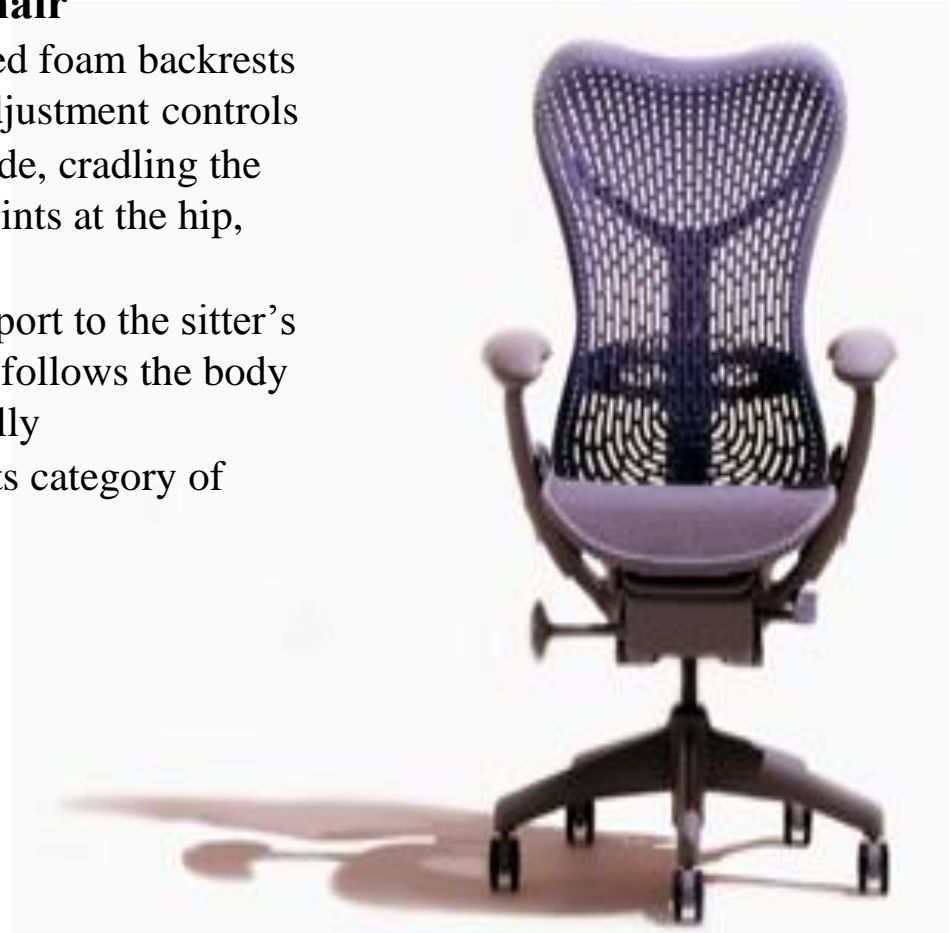
The XPS M2010 is a completely new concept in mobile performance and desktop replacement. The sleek briefcase design is portable and built with sturdy, durable components. Open up the XPS M2010 to reveal a complete multimedia solution that combines high-performance PC technology with innovative audio/visual features including an incredible 20.1-inch widescreen display with TrueLife technology. Close the system for easy transport and stay connected with optional 802.11a/b/g WiFi.



Is “innovation” restricted to technology products?

- **Herman Miller Designers’ Aeron Chair**

- Sought to solve the problem of outdated foam backrests and seats manipulated by numerous adjustment controls
- Tilt mechanism provides a balanced ride, cradling the sitter by mirroring the natural pivot points at the hip, knee and ankle
- Built-in flex zones provide proper support to the sitter’s entire back and breathable suspension follows the body contours and distributes pressure equally
- Features a competitive price point in its category of executive commercial chairs
- The chair is 96 percent recyclable





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Sergey Brin: Why Google Glass?

FILMED FEB 2013 • POSTED MAY 2013 • TED2013



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7.9k

It's not a demo, more of a philosophical argument: Why did Sergey Brin and his team at Google want to build an eye-mounted camera/computer, codenamed Glass? Onstage at TED2013, Brin calls for a new way of seeing our relationship with our mobile computers -- not hunched over a screen but meeting the world heads-up.

Sergey Brin is half of the team that founded Google. Now he's leading the development of special projects like Google Glass. [Full bio »](#)

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