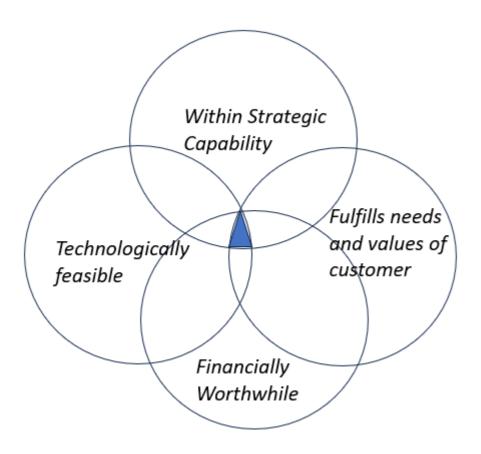
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### **Innovation Clover (Top Diagram)**:

This is a Venn diagram with four overlapping circles representing different considerations in the innovation process:

- Technologically feasible
- Within strategic capabilities
- Financially worthwhile
- Fulfills customer needs and provides value

The overlap of these considerations represents an ideal innovation space where new ideas should be developed.

# A) Start a Strategic Question:

- The first step is to start with a strategic question.
- Define boundaries within which to look for opportunity.
- Match the company's **capability and interests** with opportunities.

#### B) Focus on Understanding Customer Needs:

- Focus on understanding what the customer needs/wants.
- Without truly understanding customer needs, there is no business.

#### C) Invent Into Customer Needs:

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- Clearly defined needs provide perfect foil for inventors.
- Discover **new ways** that could **radically change** how customers' needs are met.

## D) Create new Value Proposition:

- Goes beyond product/service and encompassess all aspects of new user experience.
- Focus on most complelling customer needs
- Identify **most novel ways** for satisfying them.

# E) Test and Refine the value proposition in use:

- Test in real project and realistic settings.
- Refine the value proposition.

Reference 1 References 2