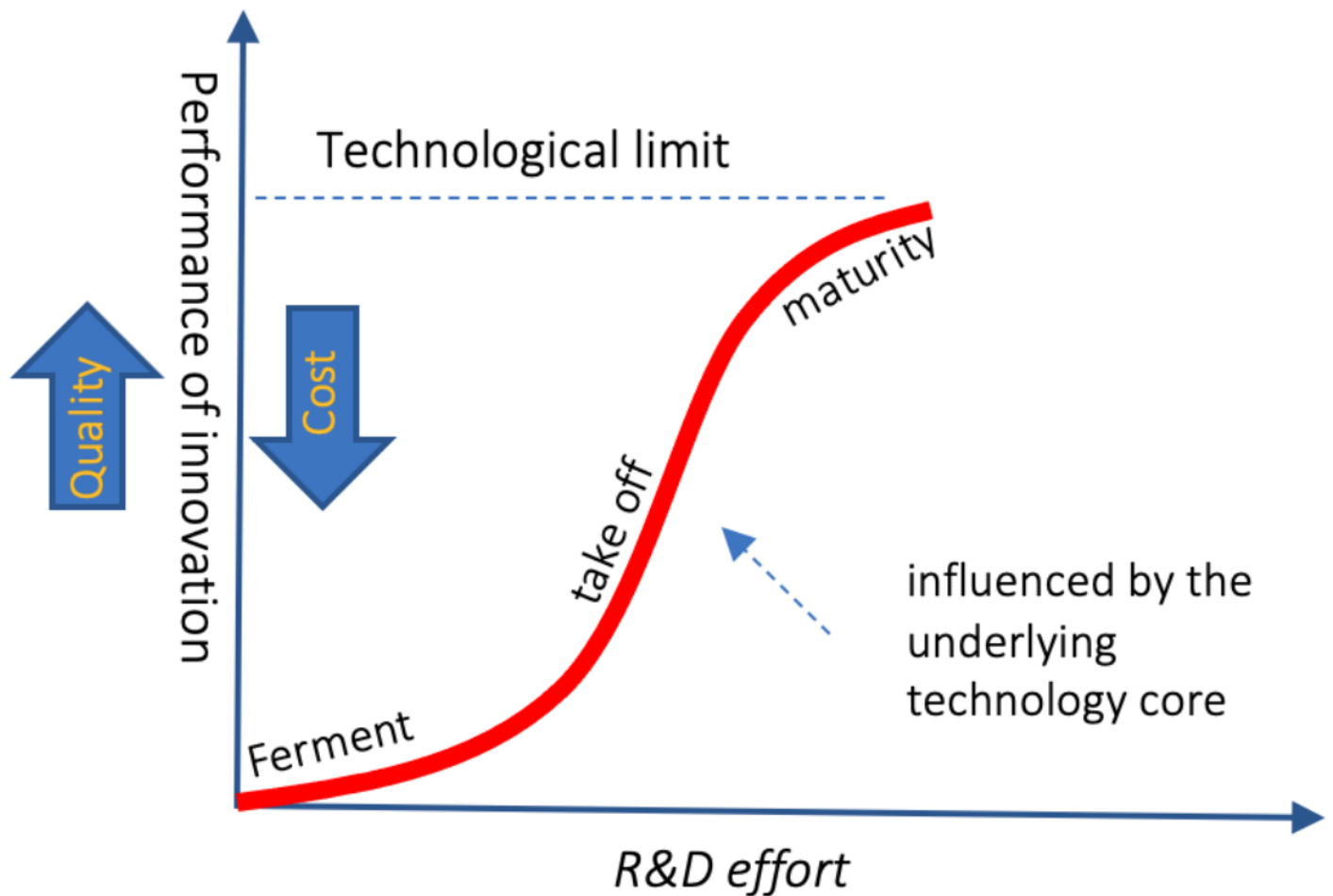


M6 - Innovation Matrix, Innovation Disruption

S-Curve of Innovations Driven By Tech



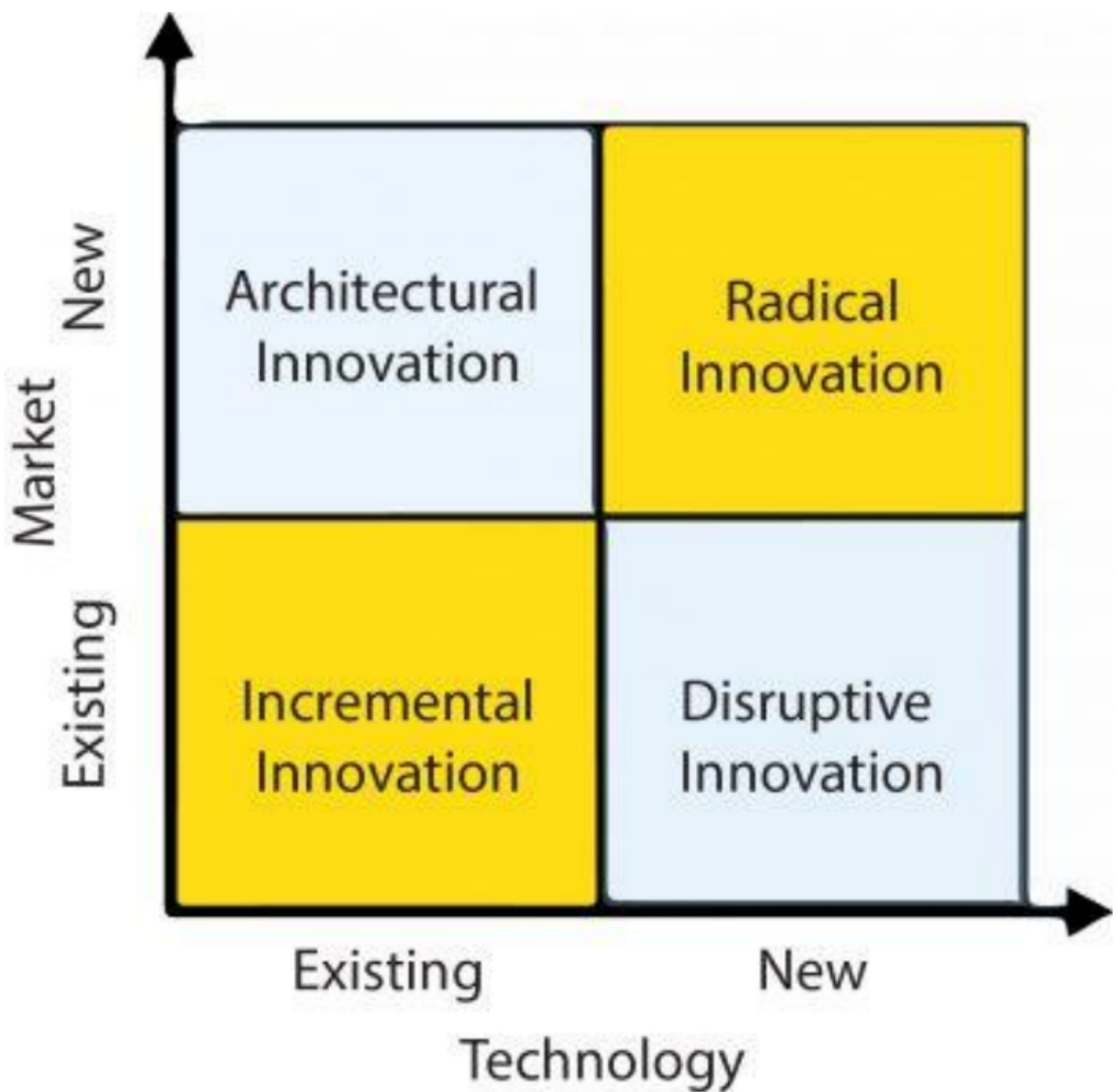
Amara's Law

We tend to overestimate short-term effects of new technologies while underestimating their long-term effects.

Types of Innovation

Technology vs. Market

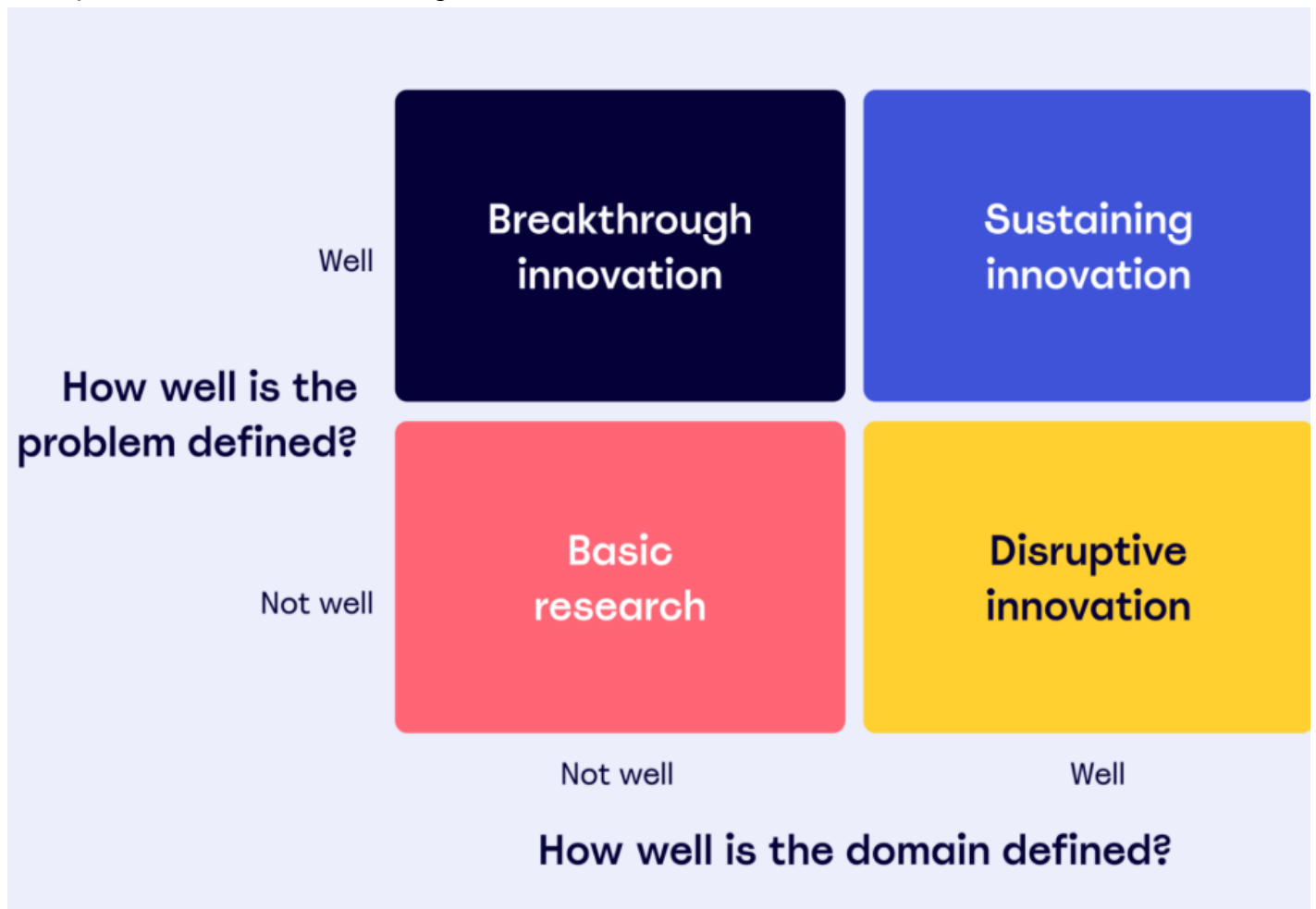
- Incremental: Small updates to existing product
Eg: How new iPhones are barely different from the previous ones
- Architectural: Take existing tech and reframe them to create a new market
Eg: Sony's Walkman - cassette player + speaker + headphones
- Disruptive: New technology/business model (usually starts as a niche product) overtaking established competitors
Eg: Netflix's streaming service
- Radical: New tech that fundamentally changes industries/markets
Eg: CRISPR gene editing, first PC by IBM



Problem vs. Domain

- Basic Research: Scientific research w/o immediate commercial application
Eg: Discovery of quantum mechanics
- Sustained Innovation: Same thing as incremental innovation
- Breakthrough Innovation: Same thing as radical innovation

- Disruptive Innovation: Same thing



Job-to-be-done

- Clayton Christensen, HBR
- Instead of making a product that fits in a so-called market category, understand the "job" that the customer wants the product to do and focus on that