

model for those suppliers but for its consumers then the use of computing resources in business is hardly new.

Jan Fagerberg defined innovation as the *“first attempt to put an idea into practice”*. Unfortunately, this equally applies to something novel or a feature improvement or a new business model for an existing activity. However, is a feature improvement to a phone really the same as the creation of the first phone? Is this equivalent to the introduction of rental service for phones? They are all called innovations but are they really the same or are we using one word to describe many different types of change? Maybe this was the confusion? I was looking at the diffusion of innovations but maybe we were talking about diffusion of different types of innovation?

Somehow, in a mad frenzy of writing on whiteboards, I connected three pieces of information to challenge my view of random and equivalent innovation impacting across society. Rogers and Kincaid in “Towards a new Paradigm of Research” published the first piece of the puzzle in 1981. When examining continuous and sustaining technological innovation, they noted that the rate of improvement tends to be slow and then accelerates until reaching a plateau of a more mature and slow improving stage. Each improved version increasingly adds definition, eventually providing something that can be considered feature complete, mature and generally well understood. The insight here is that the maturing of a technology requires multiple improved versions with each reducing uncertainty about the technology.