

## Impact Levels

- Radical
- Disruptive
- Incremental

# Innovation Taxonomy Framework

Types, Relationships, and Impact Levels

## RADICAL

New markets, new technology

## DISRUPTIVE

Change industry rules

## INCREMENTAL

Continuous improvement

### Product Innovation

New Features • Performance • Design

Manufacturing Innovation

### Process Innovation

Automation • Efficiency • Quality

Digital Transformation

### Business Model

Revenue • Delivery • Value Chain

Ex: iPhone, Tesla, Dyson

Ex: Lean Mfg, Six Sigma, Agile

Ex: Subscription, Platform, Freemium

ML Clustering reveals:  
• Natural innovation groupings  
• Hidden relationships  
• White space opportunities  
• Evolution patterns

Go-to-Market

Platform Economy

### Marketing Innovation

Channels • Pricing • Promotion

Growth Hacking

Ex: Viral, Dynamic Pricing, Content

### Organizational

Structure • Culture • Partnerships

Customer Centricity

### Service Innovation

Experience • Delivery • Support

Technology Push

Market Pull

Regulatory Change

Social Trends

Ex: Holacracy, Remote, Open Innovation

Ex: Concierge, Self-Service, AI Support