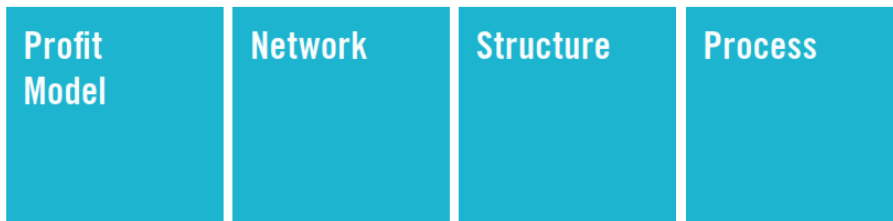
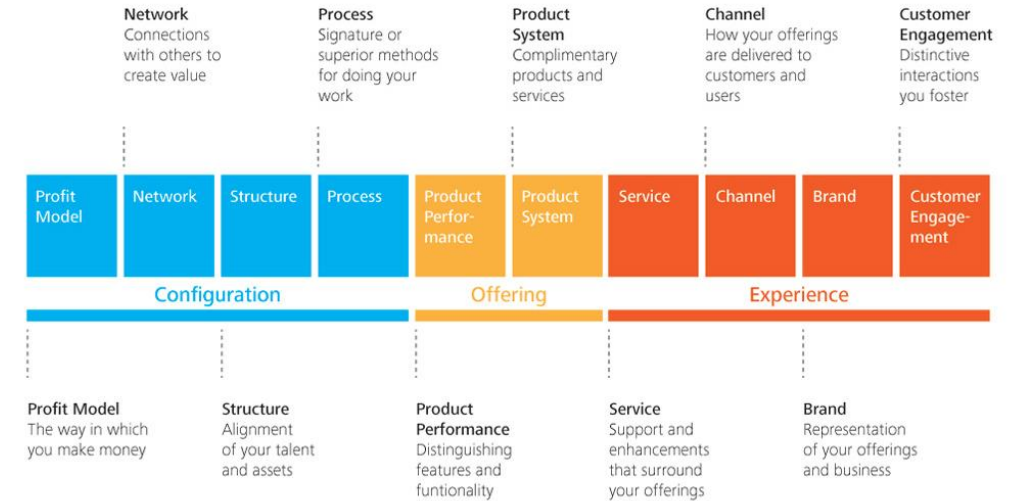


Business Innovation



A business innovation is a ***new or improved product*** or business process (or combination of both) that differs significantly from the firm's previous products or business processes and that has been ***introduced on the market or brought into use by the firm***.

Oslo Manual 2018, *Guidelines for Collecting, Reporting and Using Data on Innovation*, 4th Edition
<https://www.oecd.org/science/oslo-manual-2018-9789264304604-en.htm>



CONFIGURATION

These types of innovation are focused on the innermost workings of an enterprise and its ***business system***

NETWORK

How you connect with others to create value?

Capitalize on your strengths while harnessing the capabilities and assets of others (processes, technologies, offerings, channels, and brands)

PROCESS

How to do your work?

Change from “business as usual” to use unique capabilities, function efficiently, adapt quickly and build market-leading margins

PRODUCT PERFORMANCE

Product Performance innovations address the **value, features, and quality** of a company’s offering. This type of innovation involves both entirely new products as well as updates and line extensions that add substantial value. Too often, people mistake Product Performance for the sum of innovation. It’s certainly important, but it’s always worth remembering that it is only one of the Ten Types of Innovation, **and it’s often the easiest for competitors to copy**. Think about any product or feature war you’ve witnessed—whether torque and toughness in trucks, toothbrushes that are easier to hold and use, even with baby strollers. Too quickly, it all devolves into an expensive mad dash to parity. Product Performance innovations that deliver long-term competitive advantage are the exception rather than the rule.



These types of innovation are focused on an enterprise's core **product or service**, or a collection of its products and services.

PRODUCT SYSTEM

Product System innovations are rooted in how individual products and services **connect or bundle together** to create a **robust and scalable system**. This is fostered through interoperability, modularity, integration, and other ways of creating valuable connections between otherwise distinct and disparate offerings. Product System innovations help you build **ecosystems that captivate and delight customers** and defend against competitors



These types of innovation are focused on more ***customer-facing elements*** of an enterprise and its business system

CHANNEL

How you deliver your offerings to customers and users?

to ensure that users can buy what they want, when and how they want it, with minimal friction and cost and maximum delight.

SERVICE

How you support and amplify the value of your offerings?

Make a product easier to try, use, and enjoy; reveal features and functionality customers might otherwise overlook; fix problems and smooth rough patches in the customer journey.

CUSTOMER ENGAGEMENT

How you foster compelling interactions

Customer Engagement innovations are all about understanding the deep-seated aspirations of customers and users, and using those insights to develop meaningful connections between them and your company. Great Customer Engagement innovations help people find ways to make parts of their lives more memorable, fulfilling, delightful — even ***magical***.

Proposta de Valor

Para _____

Que estão insatisfeitos com _____

O nosso produto / serviço é _____

Que consegue _____

Ao contrário de _____

<https://www.roystonguest.com/blog/5-steps-to-building-a-compelling-value-proposition/>