

Recap & Brainstormer's Cheatsheet

- What to Remember about Channel Innovation

RECAP

Here are the important things to remember about Channel Innovation:

- Channels are an amazing way to disrupt an industry by doing things differently than everyone else. Channels here include both “**Sales**” and “**Delivery**” channels. A sales channel is the place where you purchase a product (ex.: physical shop, e-commerce website or mobile app, vending machine...) and a delivery channel is the way that product is delivered to you (ex.: physical shop pick-up, home delivery by post, drone, book delivery on the kindle, delivery of digital goods on mobile, virtual reality headset, smart TV, etc.)
- The champion of channel disruption is Amazon. First they sold books online using post delivery (so both different sales and delivery channels than traditional bookstores). Then they sold other products the same way. Then they created the Kindle which became both an innovative sales and delivery channel for books. Now they’re experimenting with Drones (innovative delivery channel) and they launched Amazon Echo and the Dash Buttons (innovative sales channels).
- Netflix has a similar story to Amazon. They started to deliver DVDs by post and then they moved all their content delivery online using digital channels such as PC, Smart TVs, and even Smartphones and Smartwatches.
- To innovate here, think about how is your product currently sold and delivered, and is there another place and way you can do it that is different from your competitors?

BRAINSTORMER'S CHEATSHEET

Here's a list of questions to help you brainstorm Channel innovation ideas:

- Can you find a **different sales/marketing channel** than the standard of your industry?
- Is it common to do **product delivery** in your industry? To **sell online**?
- Can you make **on-demand delivery**? (next 30 minutes, next hour?)
- Can you deliver your products in the street?
- Can you use drones?
- Digital products: how many sales and delivery channels on the internet did you try? Did you miss some? Are you consciously ignoring some delivery channels because you think they're not worth it?
- Can you sell **directly to your customers** instead of going through a third party seller? Or the opposite?
- Can you change the context place of your sales? When and where do people need your product the most?