

Module 7 (Simulation: TALC)

Crossing the Chasm & the Technology Adoption Lifecycle

Please click on the following links to have direct access to the modules. Module 1 - Module 15 is

[M 1](#)
(<https://canvas.vt.edu/courses/168287/pages/module-1>)

[M 2](#)
(<https://canvas.vt.edu/courses/168287/modules/358672>)



Overview

Welcome to Module 7! This module will last from Monday, February 27 @ 12:01 AM to Sunday, March 5 @ 11:59 PM. This unit will finish our discussion on the role of the Technology Adoption Lifecycle (TALC) in shaping the success of technology strategies. To help you tie these concepts and principles together, you will have the chance to compete once again in a simulated market setting where you will be challenged to design and implement a diffusion strategy for a new autonomous vehicle technology. This is a new simulation designed in part by the Chasm Institute, Forio, and the folks at HBSP. Please enjoy the game!



Objectives


Upon completion of this module, students will be able to:

- Identify the challenges of competitive positioning of technological products/services to reach mainstream customer versus early adopters
- Analyze the effectiveness of product strategies intended to reach mainstream niche customers
- Design components of scalable diffusion strategies that will enable firms to reach mainstream customers




Readings (2 hours)

Required:

- Crossing the Chasm: Cha. 7- End of Book!
- Read Crossing the Chasm simulation background materials (HBSP Coursepack).
 -  (<https://hbsp.harvard.edu/coursepacks/750151>) Once you log into the game through the HBSP coursepack you will have access to the background materials for the first simulation.

Optional:

- **Innovation Strategy across the TALC** 
 (<http://www.kilku.com/blog/2014/07/moore%E2%80%99s-category-maturity-life-cycle-and-innovation-types/>)



Watch (20 minutes)

- **Lecture 7.1: AI & Technology Strategy Across the TALC**  (<https://youtu.be/Q8QFU-dQdB8>)




(<https://youtu.be/Q8QFU-dQdB8>)

- **Lecture 7.1: Slide Deck** (<https://canvas.vt.edu/courses/168287/files/26483903/download?wrap=1>)



Class Activities

- Read Overview of Module 7
- **Complete Quiz #7** (<https://canvas.vt.edu/courses/168287/quizzes/421340>)
- **Complete Simulation #1: Innovation Marketing Simulation -- Crossing the Chasm** 
 (<https://hbsp.harvard.edu/import/1017370>)



Assignment (3 hours)

These are the graded components of the Class Activities listed above.

- **Complete Quiz #7** (<https://canvas.vt.edu/courses/168287/quizzes/421340>)
- **Complete Simulation #1: Innovation Marketing Simulation -- Crossing the Chasm**
 (<https://canvas.vt.edu/courses/168287/assignments/1681451>)
 - There is no required submission for the game. Your grade will be assessed based on your overall performance in the game.





Recitation (1 hour)

Please note that you are not required to attend the weekly optional office hours from 7-8 PM on Thursdays. All weekly Zoom meetings will be recorded. We will be discussing the process for case discussions this week so please join us if you can. The optional session will be recorded for everyone who cannot attend. You will be able to access the video after it finishes processing (usually 24-48 hours after it is recorded) through the Media Gallery (Course) on the left-hand side of the screen here on Canvas.

- <https://virginiatech.zoom.us/j/81038408606>  [\(https://virginiatech.zoom.us/j/81038408606\)](https://virginiatech.zoom.us/j/81038408606)

+ Optional Materials

Please find the following optional materials for the module.

- [Interview with Geoffrey Moore](https://www.forbes.com/sites/danschawbel/2013/12/17/geoffrey-moore-why-crossing-the-chasm-is-still-relevant/#46af0b47782d)  [\(https://www.forbes.com/sites/danschawbel/2013/12/17/geoffrey-moore-why-crossing-the-chasm-is-still-relevant/#46af0b47782d\)](https://www.forbes.com/sites/danschawbel/2013/12/17/geoffrey-moore-why-crossing-the-chasm-is-still-relevant/#46af0b47782d)
- [Geoffrey Moore at Harvard Innovation Lab \(long version\)](https://www.youtube.com/watch?v=C8-qZHys7nU)  [\(https://www.youtube.com/watch?v=C8-qZHys7nU\)](https://www.youtube.com/watch?v=C8-qZHys7nU)



[\(https://www.youtube.com/watch?v=C8-qZHys7nU\)](https://www.youtube.com/watch?v=C8-qZHys7nU)