Starting Points for Business Innovation

|  |  |
| --- | --- |
| **Innovation/New Idea** | **Established business** |
| Satisfy market | Reactive |
| Bring to market | Adaptive |
| Improve market | Expansive |
| Create market | Pro-active/explorative |

1. Starting points
   1. Innovation/New Idea
      1. Satisfy Market
         1. Existing market with needs
         2. Examples: LuLu
      2. Bring to Market
         1. Examples: Blurtt, YouTube, NetFlix, Twitter, iPhone, and Facebook
      3. Improve Market
         1. Examples: Skype (VOIP), Vonage, Dell and IKEA
      4. Create Market
         1. Examples: App Store, Google, and Energy Drinks
   2. Established Business
      1. Reactive
         1. Examples: Google (Android App Store vs. Apple App Store), Wii, Playbook,
      2. Adaptive
         1. Examples: Kinect and Netflix
      3. Expansive
         1. Examples: Coffee @ McDonalds,
      4. Pro-active/explorative
         1. Examples: Google, AWS, cloud computing, and fingerprint analysis