**Adarsh K Arora**

October FLU SHOTS

RYAN

TEN TYPES OF INNOVATIONS- LARRY KEELEY

T, TH 1:30-2:30

TOWER 18E4-2

Reverse mentoring

Make the customer feel better

Let them see everything

SOCIAL LOAFING (animal and humans as well)

More is Less

24 Jam variety sales < 6 jam variety

DR SWAMI

JED ABERNATHY

Crowd sourcing – only works if there’s a specific product or people can understand it.

PORTER’S FIVE FORCES – Genetic framework to evaluate an idea

BARRIER TO EXIT- Don’t make barrier to exit, evaluate companies that could acquire your and innovate/do stuff that are not done in their company.

Important to be unique

SUPPLIERS

POTENTIAL ENTRANT

BUYERS

SUSTITUTES

INDUSTRY

COMPETITION

INDUSTRY COMPETITION: The intensity of rivalry between companies

SUPPLIERS: Supplier bargaining power? – Have more suppliers, not just one

POTENTIAL ENTRANT: What is the threat of a new entrant? Companies that can do the same as you and put you out of work.

BUYERS: What is the bargaining power of customers?[B2B- high bargaining power] [B2C- emotional buying, branding plays a very big role].

SUBSTITUTES: Surprised new entrant.

INNOVATION TOPOLOGY:

* CUSTOMER EXPERIENCE
* BRAND (B2C)
* CHANNEL

CLOSENESS

TO

CUSTOMERS

* SERV
* ICE
* PRODUCT SYSTEM
* PRODUCT PERFORMANCE
* CORE PROCESS
* ENABLING PROCESS
* NETWORK AND PARTNERSHIP
* BUSINESS MODEL

CUSTOMER EXPERIENCE:

DISNEY EXAMPLE

* OVERALL EXPERIENCE OF YOUR CUSTOMER
* EXAMPLE:
  + STARBUCKS,
  + JEWEL OSCO SELF CHECKOUT
  + APPLE AND APPLE STORE(THEY DON’T LOOSE CUSTOMERS)

BRAND:

CHANNEL:

HOW DO YOU CONNECT YOUR OFFERINGS?