

Innovation Success Stories - Overcoming Challenges in Your Innovation Journey

Young Innovators' Forum

Dr. Obichi Obiajunwa

Creating an Innovation Success Story -

How to Overcome Challenges in Your Innovation
Journey

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1. Fear of Rejection and Failure

Many founders hesitate to launch or even test their ideas because they're afraid of hearing "no," being judged, or failing publicly.

Rejection is a necessary step toward success. Actively seek rejection by pitching ideas early as a way to build resilience and learn quickly.

Solution: Reframe rejection as feedback. The faster you hear "no," the sooner you learn what works.

2. Paralysis by Perfectionism

Founders often delay launching because they want the perfect product, website, or brand.

Launch fast and scrappy. Build by prioritizing speed over perfection.

Solution: Focus on your MVP (Minimum Viable Product). “Done is better than perfect.”

3. Lack of Clear Customer Validation

Innovators tend to build in isolation, assuming they know what the market wants without actually testing.

Talk to real people and pre-sell before building anything.

Solution: Get at least 3 paying customers before scaling. Ask questions, run experiments, and let real demand guide your product.

4. Idea Overload and Lack of Focus

Many entrepreneurs get overwhelmed with too many ideas or change direction too often.

Filter ideas using criteria like profitability, simplicity, and speed to launch.

Solution: Use a scoring method (e.g., 1–10 scale) to rank ideas and pick the top one that aligns with your strengths and audience.

5. Inconsistent Execution and Follow-through

Founders start strong but lose momentum, especially when progress is slow or life gets in the way.

The “24-hour rule” (taking action within a day of having an idea) and habit-based progress to build consistency.

Solution: Set tiny, time-bound goals (e.g., “Get 3 emails from interested customers by tonight”) to stay accountable.

Questions!