. 1. **Differentiate between the different types of business innovation.**

* Incremental Innovation: It utilizes your existing technology and increases value to the customer (features, design changes, etc.) within your existing market.

* Disruptive innovation: involves applying new technology or processes to your company’s current market.

Architectural innovation: is simply taking the lessons, skills and overall technology and applying them within a different market.

* Radical innovation: It gives birth to new industries (or swallows existing ones) and involves creating revolutionary technology.