

Bass-Model Homework

American University of Armenia

DS 223: Marketing Analytics

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1. 2024 innovation: <https://time.com/7094854/sakuu-kavian/>

2. Identify a similar innovation from the past.

Reflect on an innovation that resembles the one you've chosen. In 1–2 paragraphs, justify your choice by comparing both innovations in terms of their functionality, technology, or market impact.

I have chosen from 2024 innovations Sakuu's Kavian platform's 3D printing electrodes, and as a similar innovation from past graphite electrodes. Graphite electrodes are made by mixing graphite with binder and making it into solid blocks. This process requires heating at extremely high temperatures and toxic chemicals, which makes it harmful for the environment. 3D printed electrodes are made by layered printing technique, without using any liquid, which is faster, less energy consuming and more eco-friendly. Graphite electrodes are used in steel production, especially in electric arc and ladle furnaces, while 3D printed ones are used in lithium-ion battery production, which itself is used in the electric vehicle and other portable electronic devices' production.

3. Data Source

<https://www.statista.com/statistics/1235825/graphite-electrode-consumption-volume-worldwide/>

6. Choose a scope (global or country-specific).

Decide whether to analyze the diffusion worldwide or within a specific country. Justify your choice with references or data.

I am going to analyze the diffusion worldwide, as my data is about worldwide consumption, and not country specific. Country specific analysis is not compatible with the topic, as electrodes are mainly consumed during steel production, which is not country specific thing, therefore it needs global overview.

Reference List

1. Okorder. (n.d.). *The environmental impact of graphite electrode production*. Retrieved February 28, 2025, from <https://blog.okorder.com/the-environmental-impact-of-graphite-electrode-production>

2. TIME. (2024). *Sakuu's Kavian platform for 3D printing electrodes*. Retrieved February 28, 2025, from <https://time.com/7094854/sakuu-kavian/>
3. IMARC Group. (n.d.). *Graphite electrodes market report*. Retrieved February 28, 2025, from <https://www.imarcgroup.com/graphite-electrodes-market>