Innovation - Opportunity Capture - Marketing

There is always a better way!

https://www.youtube.com/watch?v=4shiqPilPhU

Developed by Roger La Salle
Business - Organisational Trajectory

Performance and efficiency

Time
Idea to outcome – or NOT!

Opportunity → Exploration → Evaluation → Commercialisation

Fail Early
Fail Cheap
Market Risk - the biggest business risk

Product Novelty

Unprecedented HIGH

Improved Product LOW

Fax. Machine

High (Rubik’s Cube)

Low risk (Shifting Spanner)

Moderate (Snake Light)

Industrial/Commercial LOW

Consumer HIGH

Fashion VERY HIGH

Market Risk
# Product Innovation Matrix

<table>
<thead>
<tr>
<th>Catalysts</th>
<th>Future gazing</th>
<th>I wish</th>
<th>Re-question</th>
<th>New function</th>
<th>New technology</th>
<th>IYFHIDW*</th>
<th>New material</th>
<th>New design</th>
<th>Tracking</th>
<th>Inversion</th>
<th>Transfer</th>
<th>Reduction</th>
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Consequential Change
A simple idea?
New or Improved?
A simple risk free innovation!
Market Risk - Repositioning your offering

Market Risk Map

- Unprecedented HIGH
- Improved Product LOW
- Industrial/Commercial LOW
- Consumer MEDIUM
- Fashion HIGH

Compact Disc
Mercedes Benz
## Opportunity Matrix

<table>
<thead>
<tr>
<th>Catalyst</th>
<th>Future gazing</th>
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<th>Technology</th>
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<th>Transfer</th>
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### Moral:
*If you find it hard you’re doing it wrong*
Let’s think “Opportunity”

Marketing - Start by observing the attributes of opportunity:

• Selling Chocolate – where is your tribe
• The diner party – Wow
• Staples are a curse
• New opportunity for braking material - complements
• Retaining cell phone customers – where are they?
• Improving tea making with tea bags
• Selling oil in the EU – the cell phone transfer
• Trade Finance in restricted markets – the invisible bank
• Taking dairy foods out of the fridge and onto the shelves – How was it done
• Selling more tooth brushes – the obvious answer ignored
• Selling more shampoo – the consumer has no idea
• Water, power and gas, the single solution
• The Police love it – the 20 cent solution
• Virtual chocolate – the KPO nightmare
• Increasing the value of a cardboard drink coaster by 1,000 time for the cost of 0.5 cent
# Service Innovation Matrix

<table>
<thead>
<tr>
<th>Catalyst</th>
<th>I wish</th>
<th>IYFYHDIW*</th>
<th>Future gazing</th>
<th>Re-question</th>
<th>New technology</th>
<th>Tracking</th>
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**Consequential Change**

*If you find it hard you’re doing it wrong*
# Process Innovation Matrix

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<thead>
<tr>
<th>Cat'yst Seeds</th>
<th>Map and Measure</th>
<th>I Wish</th>
<th>IYFID YDIW</th>
<th>Product Design</th>
<th>Cntrol</th>
<th>Flow</th>
<th>Re - Quest.</th>
<th>New Tech'y</th>
<th>Tr'kng</th>
<th>Tra'fer</th>
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## Consequential Change
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