

Creating an ecosystem accepting of
disruptive innovation

What can innovation theory teach us?

Our incubation Journey

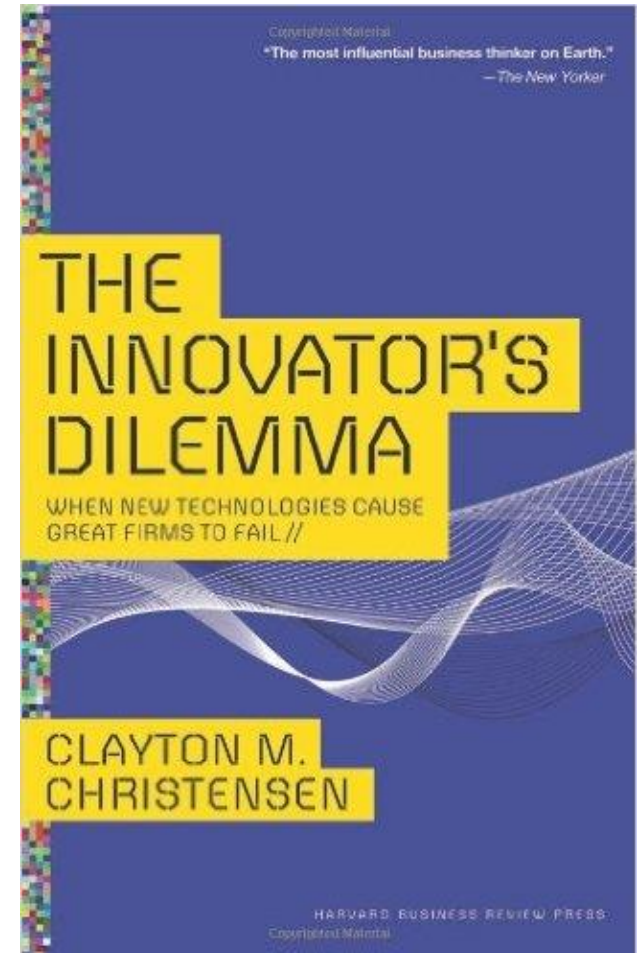
~~Disruptive~~ innovation is about
people...

...not ideas or technology

1. The innovators dilemma

Successful organisations build cultures
to support yesterday's success

But these limit the ability to change for
the future



In the end, under pressure its simpler
to do what you always did

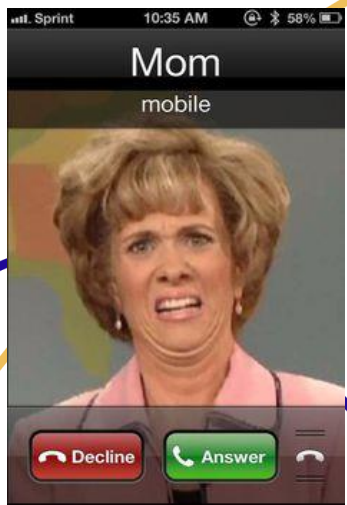
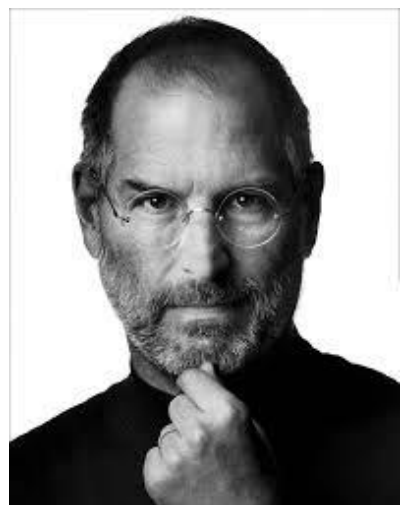


2. The Diffusion of Innovations

The entry of an idea into a culture or an organisation is controlled by people with specific roles



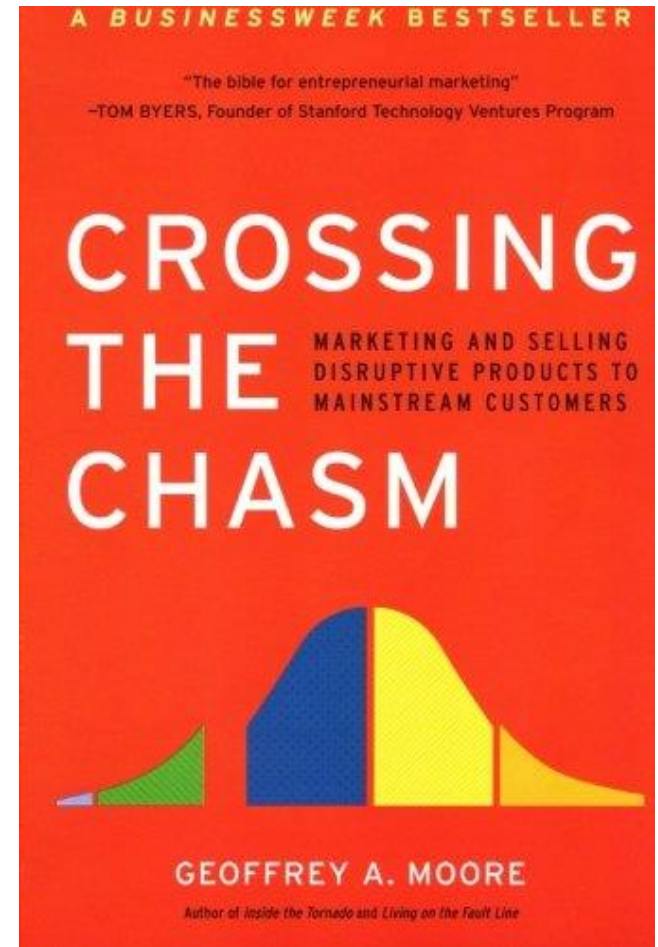
People influence other people... We take it for granted



Innovators 2.5 %	Early Adopters 13.5 %	Early Majority 34 %	Late Majority 34 %	Laggards 16 %
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3. Crossing the chasm

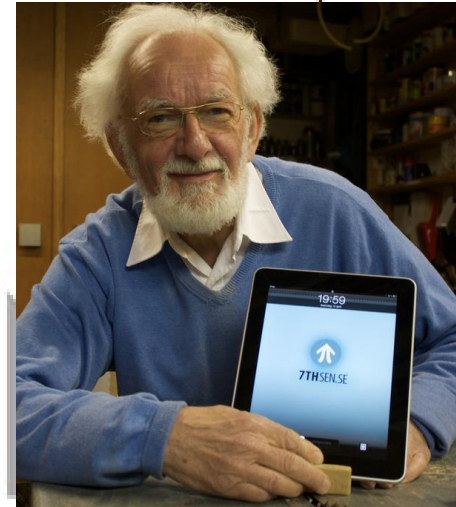
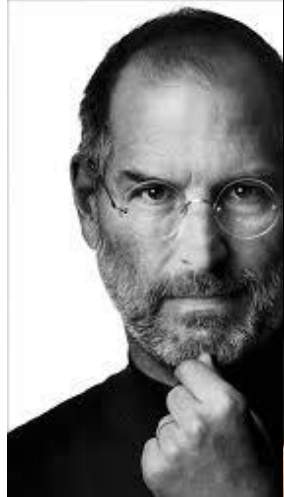
For disruptive innovation you really need to think about more people and persuading them of the market fit



The Chasm

The Early
Market

The Mainstream
Market



Technology
Enthusiasts

Negmatists

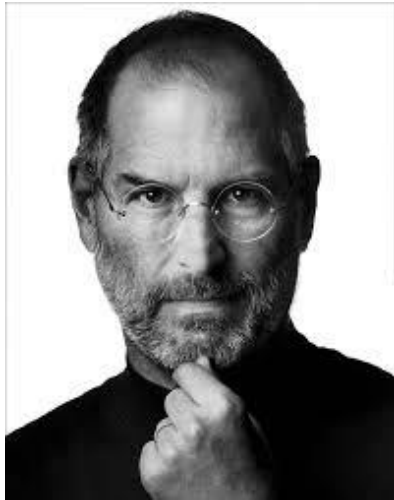
Conservatives

Skeptics

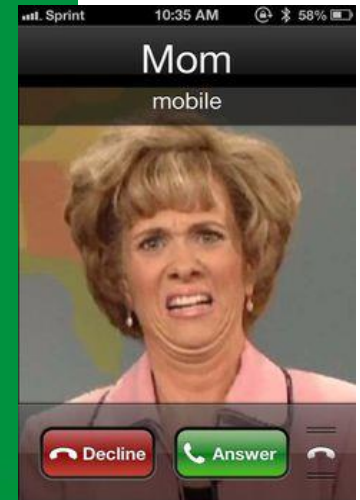
Error tolerant

Just has to work

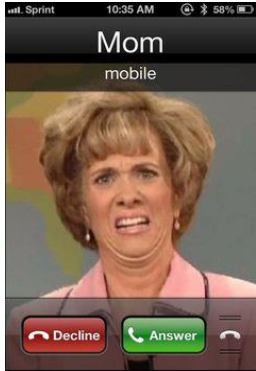
Building a process to cross chasm



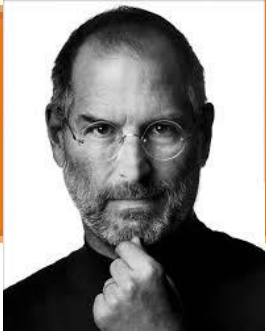
The
Chasm



Our Incubator Process



The Chasm



Incubator Benefits

Scales investment as risk decreases

Quick feedback

Encourages creativity and ownership

Coaching and mentoring

Builds trust

Lessons learnt

Things mostly move faster

Measure everything

You will learn things you didn't want to

It feels like total chaos

It does get easier

Discuss....