

Experiments with Innovation

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Acknowledgement – All innovators who had the courage to fail

What is my market?
Be a Sales driven startup?

How and when to scale?
Or Product Driven?



Open Innovation ??

Product Viral Loops

Will it

Good News ?? There is a repeatable path to success



Beacons along the path

Choosing the model most likely to succeed

Product Development or Customer Development

- **Web based start-up:** some variation of iterative customer development model.
- **Selling to TELCOs /Mature market** - need components of product development along with iterative.
- When in doubt err towards the customer development model.
- Plan for many iterations, final product may look nothing like what you started with.

Beacons along the path

Really listening to Voice of the customer ??



Observe customer in their natural environment

Beacons along the path

Keeping it simple is not simple- but you must



Beacons along the path – Fine Tuning the model

Idea Pool

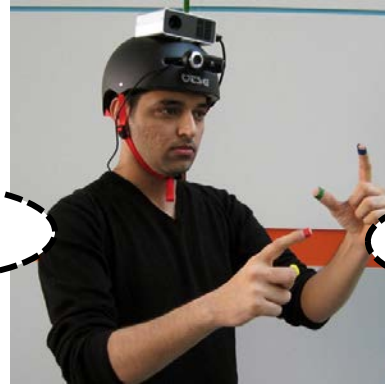


Innovation Exchange Teams



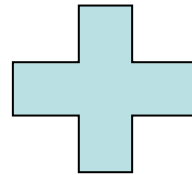
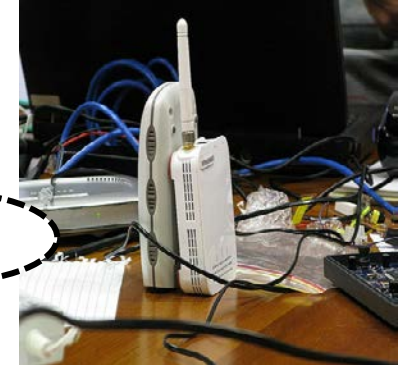
Iterations

Throw-Away Prototypes



Iterations

Customer pilots



Components of legacy Product Development model

Beacons along the path – Random lessons learnt

- **Balance short term gains for investor with your long term objective/vision**
- **Consider first product as sacrificial to gain credibility, deviations are ok, go back to vision as soon as you can.**
- **Failure along the way is a given. Plan accordingly.**
- **Best sales pitch always ready**
 - **No need to expose full vision – normally 20% is enough.**
 - **Learn to express complex technology in simple terms.**
 - **Be consistent, being correct is secondary sometimes.**
- **Pick your battles, some deviations from vision are OK**

Happy Experimenting