

N°11
ABSTRAKT
POCKET LABORATORY FOR THE FUTURE

THE ALLURE OF THE NEW

ON THE MYTH OF INNOVATION



W.I.R.E.
WEB FOR INTERDISCIPLINARY RESEARCH & EXPERTISE

Business | Society | Life Sciences
Think Tank of Bank J. Safra Sarasin Ltd
and Collegium Helveticum of ETH and the University of Zurich

ADAM HANCHER

THE ECOLOGY OF INNOVATION

Innovation means more than just taking an idea to market. Innovation is a cycle. Starting from a demand-driven or inspirational trigger that will change, replace or enhance the status quo, various **FORMS OF CREATIVITY** lead into the world of inventions and discoveries. These, in turn, have to be brought to the market and society as useful applications. How? By means of a wealth of **IMPLEMENTATION STRATEGIES**. Innovation is created by lone

individuals in garages or ivory towers, generated participatively or top-down, made in-house or sourced externally, developed theoretically or practically. In the **MARKETING** phase, some innovations progress as stepwise further developments. Others, such as the personal computer, are more like break-throughs and create entirely new markets. However, innovation doesn't just happen in the market. Renewal always takes place in a social context that also

includes industry and technology. Innovations are new products, behaviours and mindsets that are used in practice. Such as the racist Apartheid model, a deplorable social innovation from 1948 – which was fortunately replaced in 1994. It's a good thing, then, that an innovation doesn't always last forever. Because renewal is not a positive thing per se.

FORMS OF CREATIVITY

REINITIATION – TOTAL NEW START

You reject previous assumptions, make new ones and redefine established facts on this basis.

INTEGRATION

You merge two established inventions that had previously been regarded as incompatible.

RECONSTRUCTION/ REDIRECTION

You return to an earlier stage of development then take an idea that had developed along the wrong lines in a new direction.

FORWARD INCREMENTATION

You develop an existing product in an expected way.

ADVANCE FORWARD INCREMENTATION

You formulate an idea that is far ahead of its time.

REDEFINITION

You arrive at a fresh perception and consequently re-contextualise a well-known fact.

REDIRECTION

You make a new form of something that already exists.

REPLICATION

You change the form but retain the principle.

IMPLEMENTATION STRATEGIES

MAKE V. BUY

Renewal doesn't always have to be organic. Many companies buy innovation.

HIERARCHICAL V. PARTICIPATIVE

A lot of decisions have to be made in innovation processes. It has to be clear who will make them.

THEORETICAL V. PRACTICAL

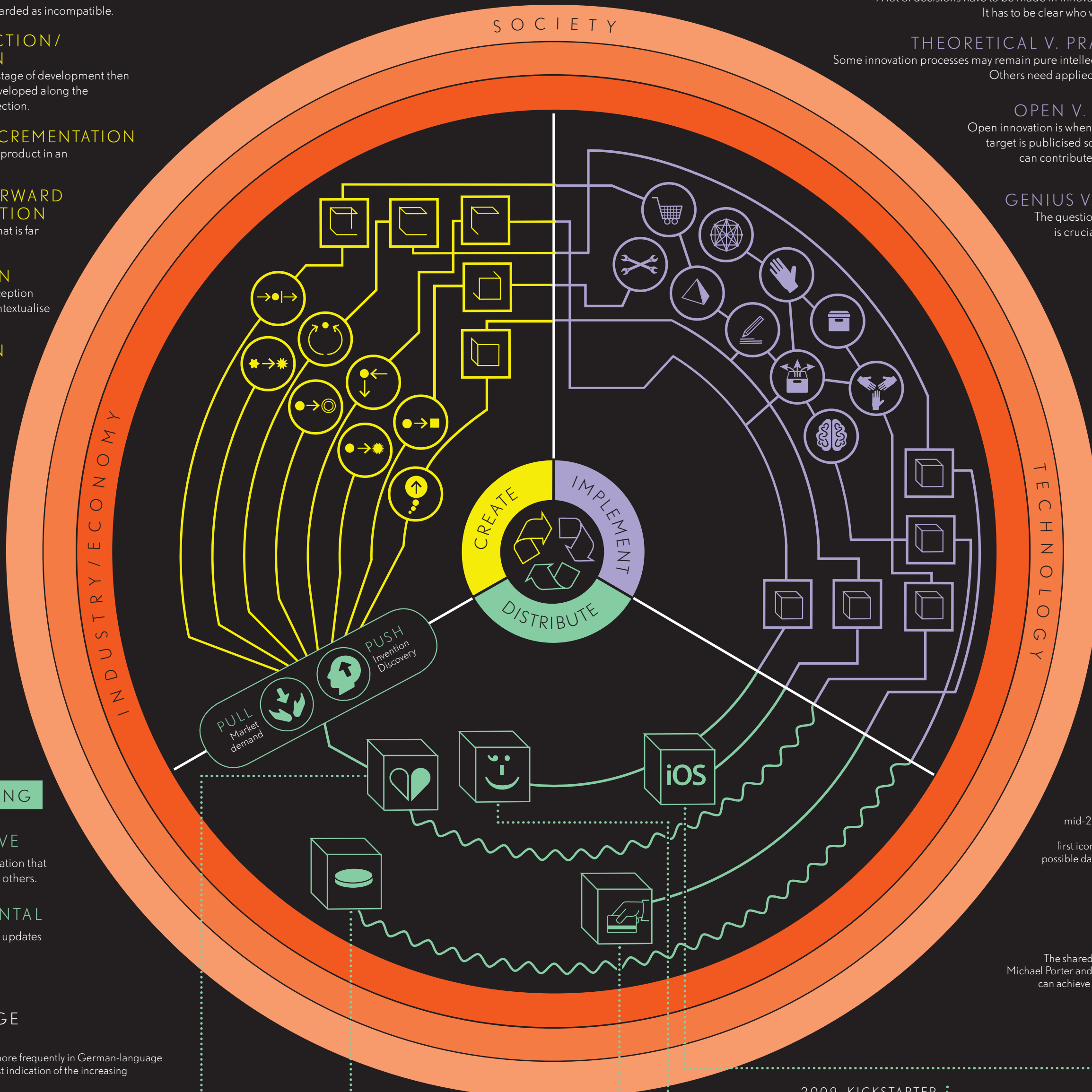
Some innovation processes may remain pure intellectual exercises. Others need applied development.

OPEN V. CLOSED

Open innovation is when the innovation target is publicised so that outsiders can contribute or participate.

GENIUS V. GROUP

The question of group size is crucial in innovation processes.



TYPES OF MARKETING

DISRUPTIVE

A radical breakthrough by an innovation that opens up new markets and destroys others.

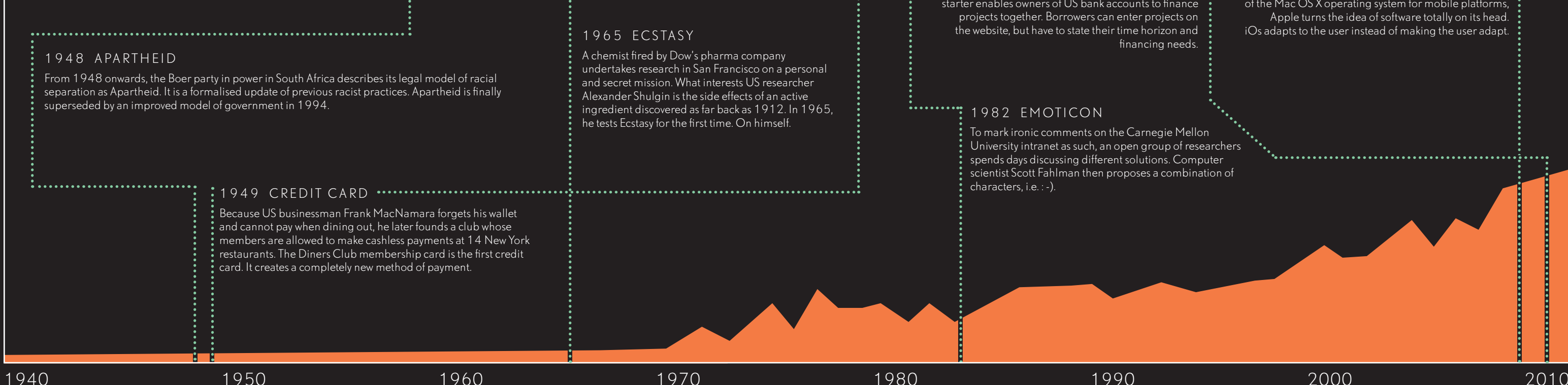
INCREMENTAL

Stepwise spread of an innovation by updates of existing product lines

THE RISE OF THE AGE OF INNOVATION

The word innovation occurs more and more frequently in German-language literature. A small, but empirically robust indication of the increasing importance of the term.

Share of references to the word innovation in books written in German



2013 GOOGLE GLASS

Presented to the public as a prototype in mid-2012, Google's combination of glasses and computer has the potential to become the first icon of the augmented reality age. The earliest possible date for its market launch is the end of 2013.

2012 SHARED VALUE

The shared value concept developed by economists Michael Porter and Mark Kramer describes how companies can achieve positive results in the social and business fields simultaneously.

2007 iOS

With the iOS operating system, a further development of the Mac OS X operating system for mobile platforms, Apple turns the idea of software totally on its head. iOS adapts to the user instead of making the user adapt.

2009 KICKSTARTER

The most successful crowd financing platform. Kickstarter enables owners of US bank accounts to finance projects together. Borrowers can enter projects on the website, but have to state their time horizon and financing needs.

1982 EMOTICON

To mark ironic comments on the Carnegie Mellon University intranet as such, an open group of researchers spends days discussing different solutions. Computer scientist Scott Fahlman then proposes a combination of characters, i.e. :-).