

# Identifying Innovation Opportunities for Sustainable Business Growth

Wednesday, May 31, 2017

## WEBINAR RECAP

With a mindset geared towards innovation, businesses can start to recognize opportunities in new and creative markets. Innovation enables businesses to increase profit margins, create value through better goods and services, and streamline product efficiency.

In this webinar, we reviewed four types of innovation:



### BREAKTHROUGH INNOVATION:

A large, discrete step change in performance, technology, and value provided to users. This usually requires access to resources and a thorough understanding of the end user. An example is when Apple released the iPhone and unleashed the smartphone craze.



### SUSTAINING INNOVATION:

Incremental value gain over existing solutions by growing the product and brand. For example, Intel makes continual changes and improvements to its computer chips to make them smaller and faster.



### NEW MARKET INNOVATION:

Applying a current product in a way or for a different segment of customers to tap into a new market. We saw this when Samsung spun off the Galaxy Note from its Galaxy phone line to tap into the mid-sized tablet market.



### DISRUPTIVE INNOVATION:

Simple, low cost solution to the customer's problem. Often requires competitor analysis, analysis of industry trends, and scalability of product. When the LCD TV was introduced, it was lighter and used less energy than traditional cathode ray tube TVs, and as a result, LCD TVs became the new standard.

### What if I don't consider myself an "innovator"?

When most people think of innovation, they think of technology. But innovation also means thinking creatively and finding new markets to tap into. There are countless amounts of good ideas out there, and only you have the power to turn those ideas into reality.

### What if I don't have enough capital to innovate?

According to the Information Technology and Innovation Foundation (ITIF), less than 8 percent of US-born innovators are minorities, and only 12 percent of US innovators are women. Minority firms are extremely innovative, but they often lack the capital to reach their goals. Here's the good news, 11 federal agencies award \$2.6 billion in Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) grants and contracts annually for innovators or those who are looking to innovate. Where to start? Innovation requires collaboration. Contact your local MBDA Business Center to help foster and test your innovative ideas, visit [www.mbda.gov/grow](http://www.mbda.gov/grow).

Summary provided by *Preston Huang, MBDA Intern*