



Impatto dell'high-tech sullo sviluppo dell'impresa 4.0

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What is innovation?

- "The process of translating an idea or invention into a good or service that creates value or for which customers will pay"
 (http://www.businessdictionary.com/definition/innovation.html#ixzz2LcZ31o6r)
- "Innovation is the development of new values through solutions that meet new needs, inarticulate needs, or old customer and market needs in value adding new ways"

 (http://en.wikipedia.org/wiki/Innovation)
- "The purpose of innovation is to create new business" ... and "Innovation requires a change"

(Paul Trott, Innovation Management and New Product Developement, 4th edition)

Invention is the formulation of new ideas for products or processes vs.

Innovation is all about the practical application of new inventions into marketable products or services



IS IT REALLY MANAGEABLE?

complex of actions, executed by different actors, either in a continuous or discontinuous way, both within one single organization and in cooperation with players outside the organization.



From Lab to Market

RESEARCH effort / involvement





- The process is iterative and recursive; the driver of this phase is to capitalize on findings and know-how;
- These initial phases are dominated by research labs, normally without a market-oriented approach

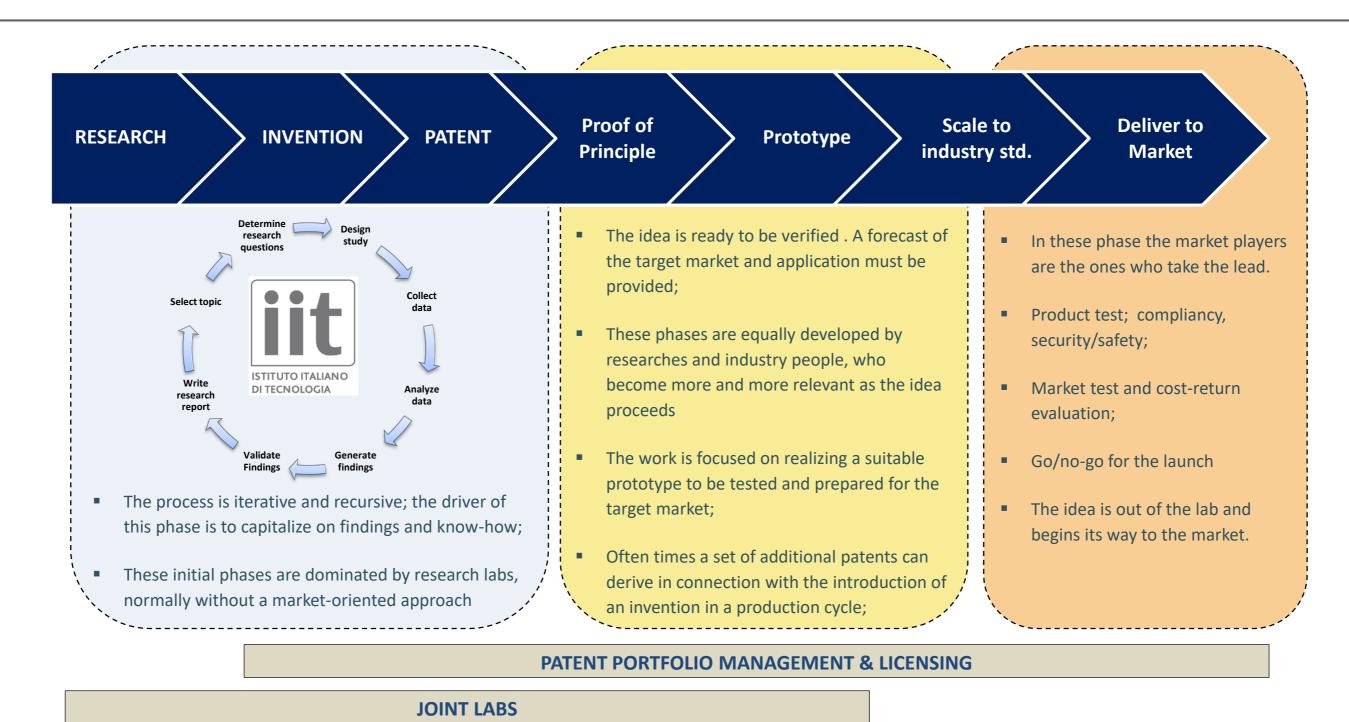
- The idea is Mady to be verified A forecast of the target market and application must be provided;
- These phases are equally developed by researches and industry people, who become more and more relevant at the idea proceeds
- The work is focused on realizing a suitable prototype to be tested and prepared for the target market;
- Often times a set of additional patents can derive in connection with the introduction of an invention in a production cycle;

- In these phase the market players are the ones who take the lead.
- Product test; compliancy, security/safety;
- Market test and cost-return evaluation;
- Go/no-go for the launch
- The idea is out of the lab and begins its way to the market.

INDUSTRY effort / involvement



From Lab to Market



FEASIBILITY STUDIES

SPIN OFF's



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