



# 10 Good Reasons why your new idea won't work



# Incremental v Disruptive

- Incremental
- Critical Review
- How could it be
  - Better
  - Faster
  - Cheaper
  - Easier
  - Prettier
  - Lighter
  - Safer.....



# Incremental v Disruptive

- Disruptive
- Radical Review asks
- Is there
  - A new solution
  - A new approach
  - A new product
  - A new procedure





- Abandon Assumptions
- Challenge Traditions
- Consider the Ridiculous

# Examples

- Aircraft Tyres don't last long enough
- Incremental
  - Vulcanised rubber
  - Replaceable treads
  - Embedded hard facing
- Disruptive
  - Anemometer wedges to spin before touch down



# Examples

- Wheelbarrows are hard work
- Incremental
  - Bigger wheels
  - Better Bearings
  - Longer Handles
- Disruptive
  - Power the barrow



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# The first hurdle - Cost



**£38.00**

OUTDOOR GARDEN  
EQUESTRAIN DIY 90 ...

eBay



**£1,259.00**

Wheelbarrow Micro  
Dumper Power Barro...

eBay UK

## 2. Complexity



## 3. Inertia

‘We’ve managed this far without your fancy new safety system.’



# In Industry there are three types of wrong...

- Moral Wrong
- Legal Wrong
- And anything new



*"I'm waiting for them to work out the bugs first."*

## 4. You have to sell it to busy people

- ✘ Managing today's immediate problem
- ✘ Managing immediate commercial opportunities
- ✘ Managing everyone's personal problems
- ✘ Managing the company Image

New Ideas are not

Urgent

Critical

Low Risk

Quick to cash



## 5. Your great idea may upset the balance for everyone else.

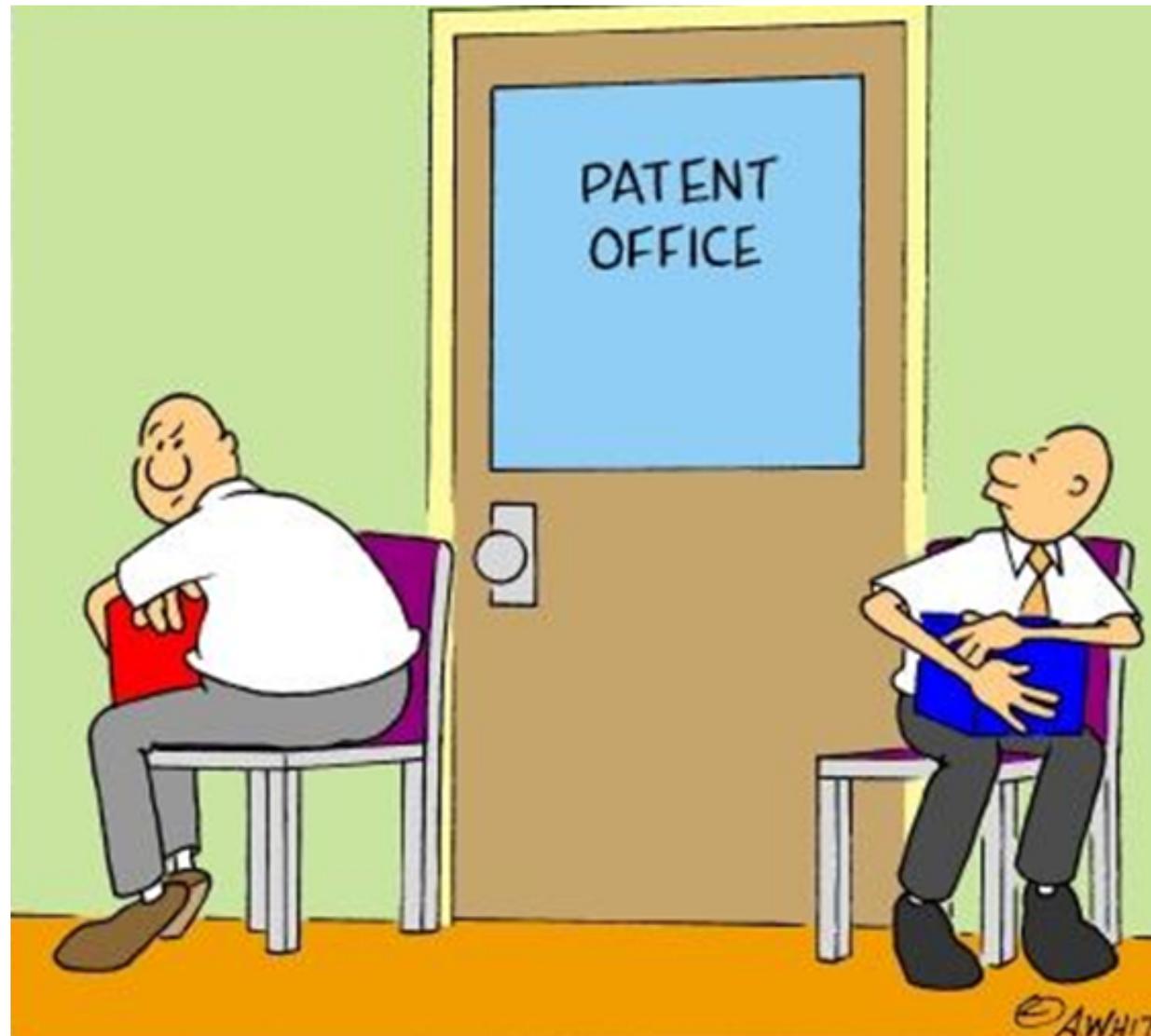


## 6. Something unanticipated may ruin your plan

- New Regulations
- Competition
- Market Conditions
- Personnel changes
- Product Failure
- Accident



## 7. Is it truly Novel?



## 8. If I make a mistake will it go public?



## 9. Will I simply run out of cash



# 10. Will I run out of steam before its complete?



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- 1. Does it solve a real problem?



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- 2. Would I buy it?



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# Some simple rules for innovation

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- 4. Is it easy to explain?



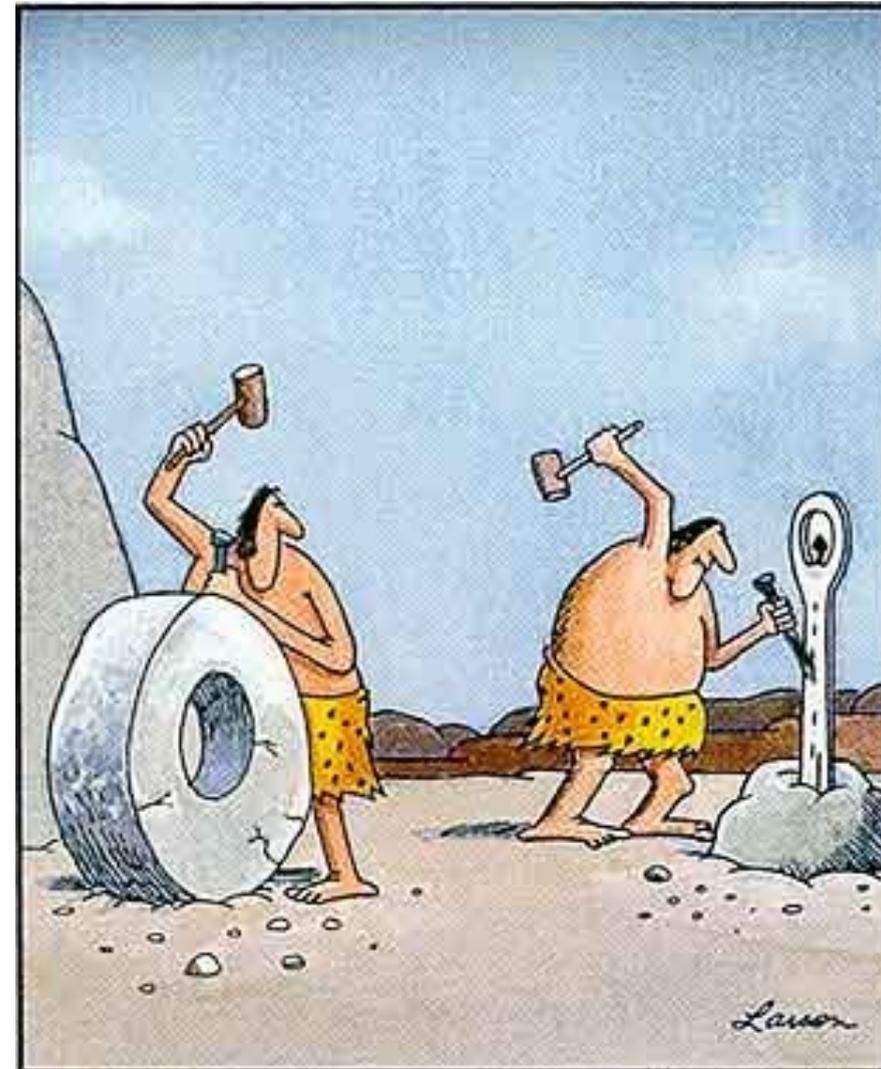
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- 7. What will users feed back?



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- 7. What will users feed back?
- 8. What can others bring to the idea?



# Don't give up till you have to

