

Innovation & Commercialization Part 1 of 4

March 2013

☀ Quote

“To live is to change, and to be perfect is to have changed often.” Theologian John Henry Newman (1801-1890); a similar version is widely attributed to Winston Churchill (1874-1953).

☀ The Ubiquity of the Word “Innovation”

It's everywhere. Publicly-funded agencies are dedicated to it. Newly-formed businesses spin it into a corporate name. Training seminars and university courses are mandated to teach it. Organizations of every description are warned to do it or die. The word “innovation” is bandied around much like the word ‘strategy’ was treated during the 1980's - with hefty investment of scarce resources dedicated to the concept, yet, without definition, established criteria, and, objective means of measurement.

☀ ...What is it?

An objective, comprehensive, tested-and-true characterization hails from the authoritative OECD (Organization for Economic Co-operation and Development, author of [Oslo Manual for measuring innovation](#)), which defines four types of innovation - **product, process, marketing and organizational:**

Product A good or service that is new or significantly improved. This includes significant improvements in technical specifications, components and materials, software in the product, user friendliness or other functional characteristics.

Process A new or significantly improved production or delivery method. This includes significant changes in techniques, equipment and/or software.

Marketing A new marketing method involving significant changes in product design or packaging, product placement, product promotion or pricing.

Organizational A new organizational method in business practices, workplace organization or external relations.

☀ Safety of Tradition; Risk of Innovation

Who is cradling tradition? Who is not threatened by the complexity of the modern world but rather, invigorated and enriched by it? Which organizations have the necessary degree of self-appraisal to thrive? What is required to operate in a context of challenging uncertainty? Where is the talent to anticipate consumer needs and identify solutions?

☀ Lessons from the Past; Examples for the Future

“Best is the enemy of Good Enough”
The first model need not be perfect, or complete.

The Blackberry® has undergone several improvements since first launched as a wireless email pager in 1999. Blackberry Inc. (formerly RIM) took a page from the tin can. The steel can patent of 1810 preceded the first canning factory of 1813. Filling rate was automated and increased 10 fold, to 60 cans per hour, in 1846. The first can opener was patented in 1858, almost 50 years after the tin can patent. The Arctic was explored by men carrying cans of food to be opened with a hammer and chisel.

“Necessity is the Mother of Invention”
Fulfillment of consumer need and marketing pull will sustain and perpetuate commercialization.

In 1863, London England was a global political, financial and trading centre, with ~3 million citizens and limited transportation options. The [automobile had not yet been invented](#). The [Underground](#) aka “the tube” – a network of tunnels, tracks and then steam-powered trains, developed “to keep the congested city moving” – forever changed public transportation in every metropolis of the world. To meet consumer requirements, Summer Olympics’ demands, and to mark the tube’s 150th anniversary, wifi coverage is now available at selected stations.

☀ Blog Food Fax

Food Fax is now accessible to blog review and commentary at the [BioEnterprise Blog Page](#). Share your much-valued thoughts for the benefit of all readers.

☀ Subsequent Editions of this Food Fax

Over the course of the year, Food Fax 2013 will report on the defining characteristics of successful and game-changing innovations, such as: the daily rituals, mindset and tenacity of classic inventors, and, the role of technology in commercializing ideas.

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