



TenStep Supplemental Paper

7 January 2004

Technovation

In today's competitive business environment, entrepreneurs must consider how to distinguish their business from all the others. Those businesses that don't have a distinction often languish in price wars and then go out of business. One way to set your business apart in today's high-tech world is through technovation.

Starting new companies creates dynamism and affluence in a society. Technology Innovation contributes to the development of both society and the new company by providing capital, expertise and networks for innovative entrepreneurs.

An innovation is a value addition that is a novelty in the market and is commercially viable. Customers recognize the utility and are therefore prepared to pay for such value. An innovative product is one that takes a leap in the cost-benefit analysis in the area of endeavor by an entrepreneur.

What is Technovation?

Technovation is an innovation that is technologically advanced. Innovating a new technology involves risking capital. If you undertake a project without a sufficient supporting infrastructure, you don't know how long it will take, how much it will cost, how much market demand there will be, or how soon.

Innovative project concepts might be high-tech products, new production methods, new inventions with great potential, new services, or perhaps a knowledge-based business concept. It is vital that the project has strong commercial potential, that it is a vehicle for change and the creation of wealth, and that it is ethically sound and sustainable.

The trick is to be innovative and profitable, and at the same time technologically advanced.

Criteria for evaluating a development effort:

List and quantify ways in which the user's experience with the task will cause improvements with respect to:

- * costs
- * benefits
- * technology

You could say that all innovation is successful by definition because any increase in a benefits-to-costs ratio is a success, but the innovator has to be careful if he/she wants to make a profit because of the amount of money that often has to be spent on technology.

Constantly ask questions like - What other innovations have made your product possible, and when did they show up? What other innovations are still needed for your product to become practical?



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Is the infrastructure to support the commercial success of your project in place, outside as well as inside your company? If not, who will provide it and when?

What other innovations will be enabled by your project?

What is the downside for your company if you don't do it?

Summary

In this fast paced era of whiz kids and technology growing at an enormous rate, one cannot be left behind. Technology and innovation must go hand in hand to complete the circle of successful entrepreneurship. Entrepreneurs, more than anything else, must concentrate on the basic premise of moving ahead with times. Keeping up is the name of the game! So get going and get there smartly with technovation!