



**Cardiff**  
Metropolitan  
University

Global Innovation Week  
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# Open Innovation!

## Types, Similarities and Opportunities

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# Session objectives

- To understand various types of innovations
- To explain innovations using the right/appropriate terminology
- To examine examples from organizations to understand various types of innovations
- To understand innovation opportunities through different approaches

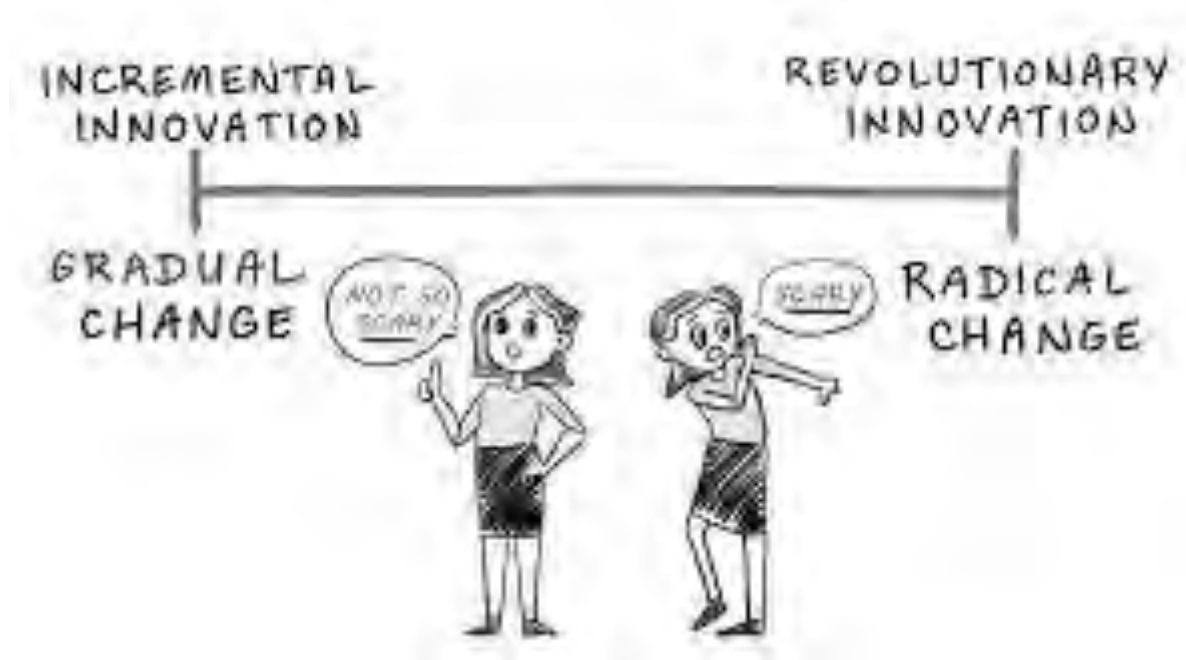
# Innovation types and rationale

- Incremental Vs Radical innovation (John Bessant)
- Disruptive innovation (Clayton Christensen)
- Architectural Vs Modular innovation (Henderson & Clark)
- Collaborative innovation (Von Hippel)
- Open Innovation (Henry Chesbrough)
- Social Innovation
- Reverse innovation (Vijay Govindarajan)
- LIMI Vs MIBI
- User Driven Innovation
- Outcome Driven Innovation
- Lean innovation
- Responsible innovation
- Frugal innovation (Navi Radjou & Prabhu)
- And many more including the 10 types of innovation



**What is the difference between Medicine  
and Poison?**

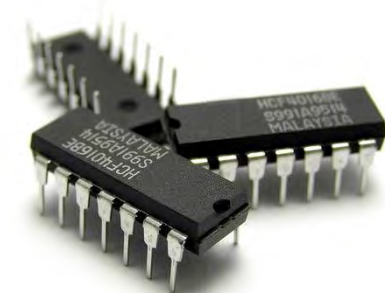
# Incremental Vs Radical Innovations



# Modular Vs Architectural Innovations

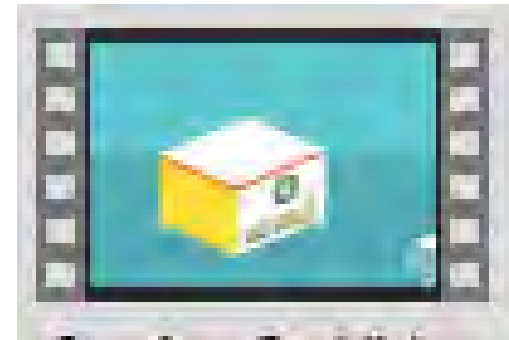
		Components/ core concepts	
		Reinforced	Overtured
System/ linkages	Unchanged	Incremental Innovation	Modular Innovation
	Changed	Architectural Innovation	Radical Innovation

Source: Henderson and Clark (1990)



# Disruptive innovation

- Note that it is disruptive (and not destructive)!
- EX: Smart phones, online encyclopedia, Steel mini mills etc.





# Reverse innovation



Let's learn more..



# Activity:

- Assume that you work in the R&D / Innovation team of a company manufacturing electric drills. Can you suggest ways to innovate the product?

# Outcome Driven Innovation

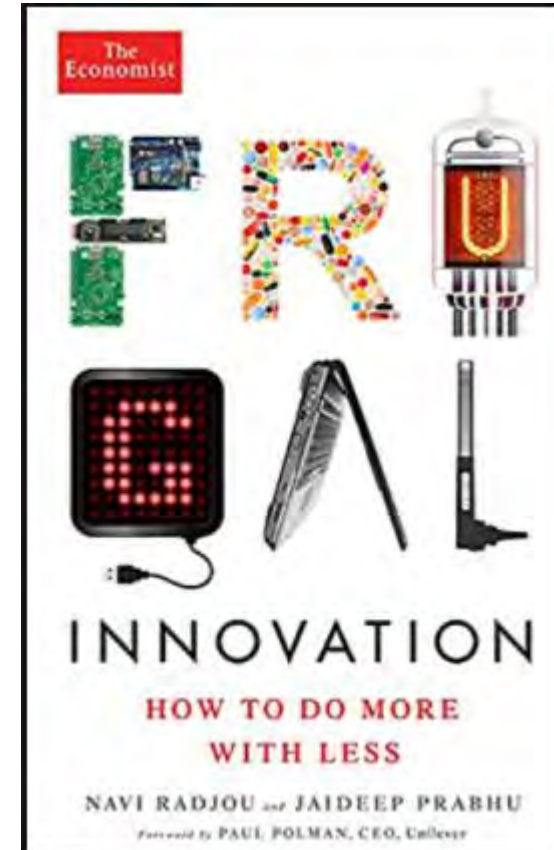
## Activity:

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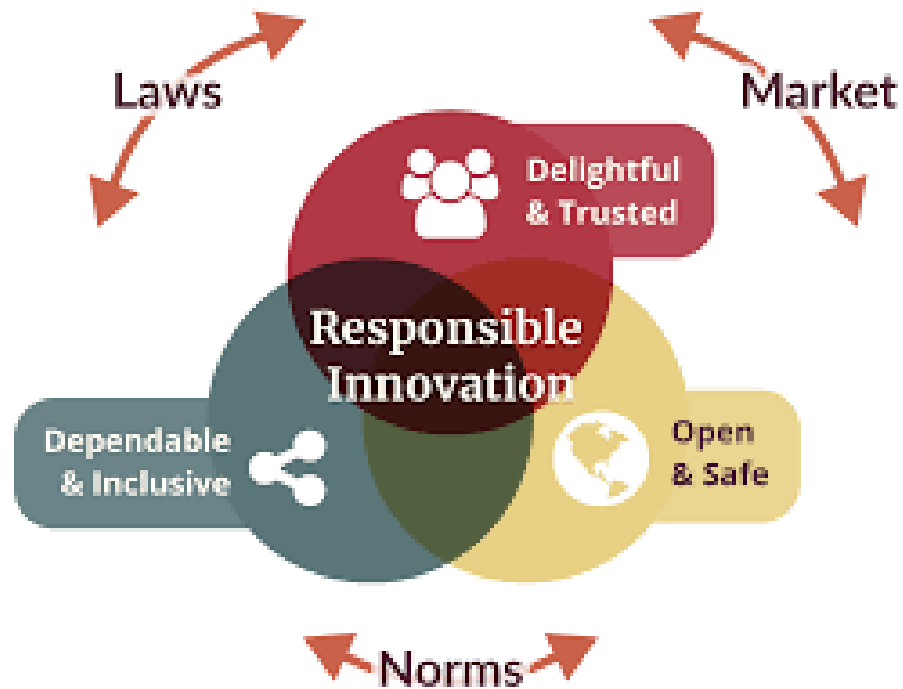
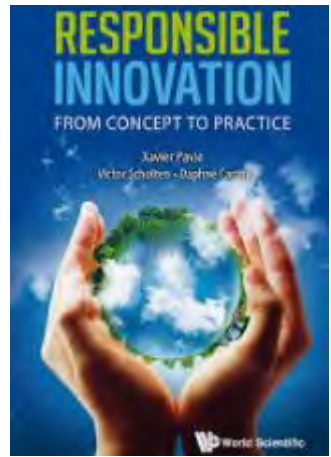


# Frugal innovation

- Do better with less!



# Responsible innovation



# Collaborative innovation

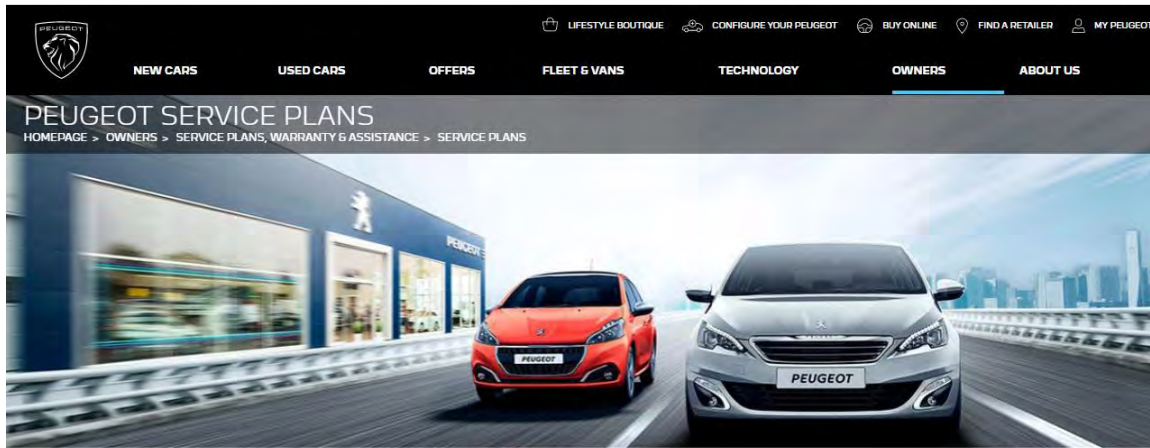
- Co-creation
- Crowd sourcing

Ex1





# Ex 2



## PEUGEOT SERVICE PLANS

Spread the cost of looking after your peugeot

## BUILD YOUR OWN SERVICE PLAN

### Enter Your Vehicle Details

Vehicle Registration \*

Enter your registration number

Current Mileage \*

Enter your current mileage

Annual Mileage (Optional)

12,000 miles

Continue

Your Service Plan

Your Details

Payment

# Ex 3



A promotional banner for Integra Gold Corp. The text reads: "INTEGRA GOLD CORP. GOLD RUSH COMPETITION CRUNCH DATA &amp; STRIKE IT RICH 75 YEARS OF MINING HISTORY &amp; TERABYTES OF MINING AND EXPLORATION DATA \$1 MILLION TO WIN LEARN MORE NOW!". On the right side, there is a photograph of a smiling man wearing a mining hard hat and a work jacket with his arms crossed.

A screenshot of the Goldcorp Challenge website. The page has a dark blue background with yellow accents. The main heading is "Take the Challenge Win the Gold". Below this, it says "TOTAL PRIZES &amp; CASH AWARDS". On the left side, there is a yellow sidebar with buttons for "WINNERS LIST", "PRIZES", "BID LIST", "HOW TO PLAY", and "VIEW US". At the top, there are navigation tabs for "PRODUCT SERVICES", "LINKS", "ADVERTISING SERVICES", "THE CHALLENGE", "DISCOVERY PRIZES", "BIDDER INFO", and "MINE CORP.". The Forbes logo is visible in the bottom right corner.

# Ex 4

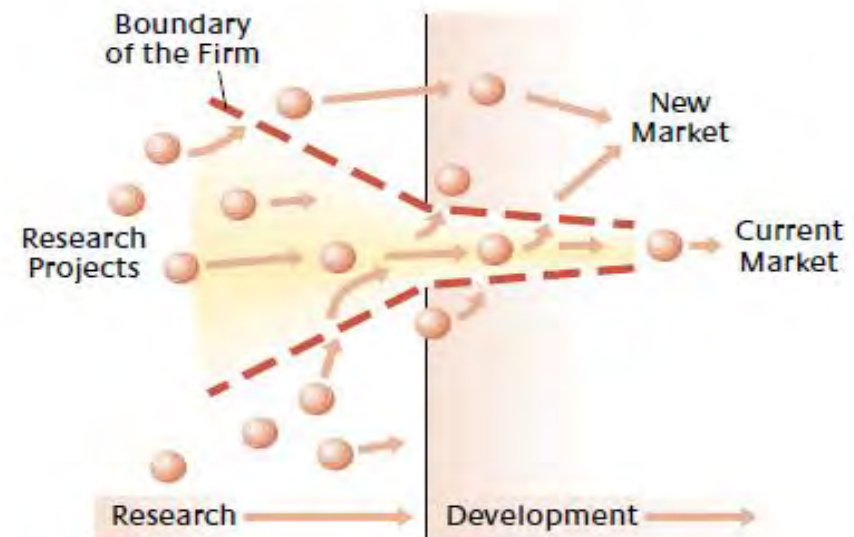
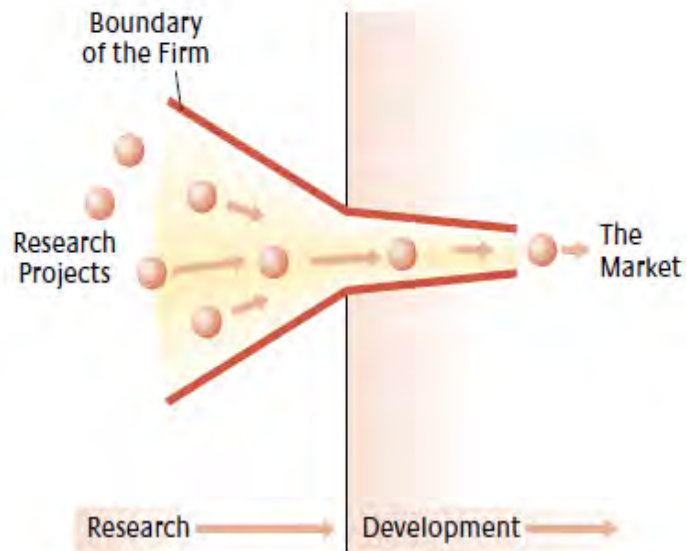


Olay® Regenerist: world's top selling skin cream Olay® Rengerist Eye Roller: delivered in market in months, Olay's #2 global seller Olay® Definity Eye Illuminator: packaging innovation wowed consumers, reapplied across other P&G brands Swiffer Dusters®: market leader sold in 15 global markets Mr. Clean® Magic Eraser®: sold globally, expanded with Erasers for varied cleaning needs Clairol Perfect 10™: category breakthrough. Awards include: 2010 Product of the Year, Consumer Survey of Product Innovations Oral B Pulsonic® Toothbrush: to market in less than one year vs projected five GLAD® Forceflex® and GLAD Press'nSeal®: P&G innovations shared with Clorox for mutual win; GLAD now a Clorox Billion\$Brand

# Ex 5



# Open innovation

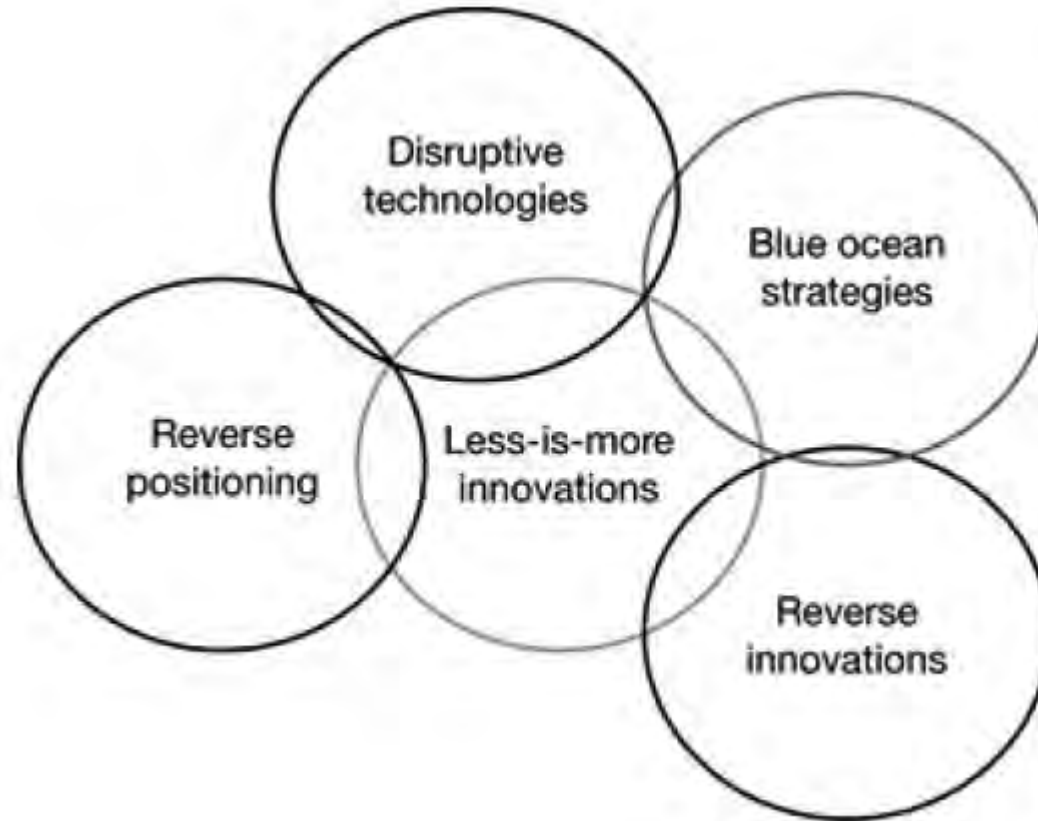


# Caution!

- Do not try to innovate to name it using this terminology. Do the other way. First innovate and then try to describe it using the most appropriate terminology.
- This will be made clear in the third session “Let us innovate!”

# LIMI







# 10 types of Innovations (Keeley et.al.)



# Business Model Innovation

- So far we discussed different types of innovations we can identify by looking at extent of change, novelty and the approach.
- Next, we will examine in brief what a Business Model Innovation is.
- Why business model innovation?



# What is a business model?

- A business model describes the rationale of how an organization creates value, delivers value and captures value.

# Canvas

