

Innovation & Formulation going on ...?

UNDERSTANDING THE 10 Types of Innovation

New products are invented from scratch all the time, but this is merely one way to innovate.

According to innovation firm Bobbin, most big breakthroughs in history comprise some combination of the following 10 types of innovation.

The Innovation Wheel is a circular diagram with 10 segments, each representing a type of innovation. The segments are arranged in a circle around a central hub labeled 'THE INNOVATION WHEEL'. The segments are: NETWORK, STRUCTURE, PROCESS, OFFERING, PRODUCT DESIGN, SERVICE, CHANNEL, BRAND, CUSTOMER EXPERIENCE, and PROPERTY MODEL. Each segment has a corresponding icon and a brief description of what it entails.

By routinely examining these 10 different types of innovation, you may uncover exciting new product opportunities—or you may change the business world forever.

VISUAL CAPITALIST



If there is a problem in business.....?



Such thoughts can come within us
.....?

