

INNOVATION ? !



What is Innovation ?

A hype ?

WHAT TRIGGERS INNOVATION ?

MAKE SOMETHING CHEAPER ?

BETTER ?

DIFFERENT ?

MORE BEAUTIFULL ?

ENVIRONMENTALLY

FRIENDLIER ?

BASIC MATERIALS SAVING ?

- Is it the “Mindset” of the employees ?
- Improved processes ?
- Newly developed products ?
- Better logistic solutions. Or traffic improvements ?
- New methods of designing ?

ALL OF THIS OF COURSE !

POSSIBLE PROJECTS

Innovation in Technology makes only sense and creates added value if market potential, the development time/costs and product life-cycle synchronise with the window of opportunity, and a global market.

The total R&D plus market introduction costs should never exceed 35% of the expected total revenue of this newly to be developed technology.

Mechatronics and physics must be very advanced innovative and should not consist of “proven technology”

If not so ,it would be would be safe easy and convenient, risc avoiding, but for an innovative organization in the long run, life threatening.

(Windows of Opportunaty)

SME's, and small innovative organisations like so called "Venture Research Teams", Are often faster and much cheaper than big concerns.

It results in a better and quicker understanding of the feasibility of the innovation and widens its market potential.

For industrialisation of these processes support is necessary of real research institutes ,zoals MIT and NREL ,but proper funding of these research projects is a must,because these instutes are relatively expencive.

The power of attorney should however always stay ,both financially as well as or organisation wise, with the innovator to make swift decisions and should not be one enforced relationship.

Company wise

Track record, growth potential and quality of organisation are most important for the selection procedure, when it comes to innovation.

ONLY THE BEST