

June 2008 - Vol 1, Issue 1



The Circuit

Plug-in to News & Knowledge

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Feature - Completing the Circuit of Innovation

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Welcome!

Every month we will bring to your desktop, new and exciting topics that we think you will benefit from. Visit **our website** and comment on the topics and content that we are providing. You can give us suggestions on what you may want to hear more about. Enjoy **The Circuit!**



The Innovationedge Team



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Completing the Circuit of Innovation



Getting innovations to the marketplace is like completing an electrical circuit: multiple components need to be in place, in the right order, for energy to flow. With those components in place, we deliver on the business plan and the strategy by making the connection to the partners and working to get the innovation plugged into the market.

Read more about the power of a business strategy, market roadmap and intellectual asset (IA) strategy in ramping up your innovation.

Media



Speaker: Cheryl Perkins

New Podcasts

Circuit of Innovation



Cheryl Perkins, Founder and President of Innovationedge, addresses the challenges and struggles of delivering growth and true innovation. Innovation is not a formula and is not one-size fits all. In this Podcast, Cheryl describes the Circuit of Innovation, a trademarked, proprietary capability offered by Innovationedge. She explains the necessity of a roadmap to deliver disruptive innovation, and changing what the world needs instead of having the world change you.

Disruptive Innovation



Speaker: Jeff Lindsay

Jeff Lindsay, Director of Solution Development at Innovationedge, explores disruptive innovation. After offering Innovationedge's definition of disruptive innovation, Jeff gives some examples of different innovations that fall into that category. He also addresses the advantages and disadvantages of introducing a disruptive innovation into the marketplace, as well as some of the challenges involved. He also introduces some case studies from companies that have both profited from and passed by innovations that have since changed how consumers behave. Jeff concludes by letting listeners in on some upcoming disruptive innovations from Innovationedge.

Successfully Bringing New Products to Market



Speaker: Brian Fried of Think Up Designs

Prolific inventor Brian Fried, President of Think Up Designs, speaks about what it takes to successfully bring products to market. In this Podcast, he shares the challenges of being an inventor and offers hints for those just beginning the process of getting an idea to market. Brian also provides some insight on protecting your inventions and never giving up.

Speaker: Martha Silcott

Inventor Martha Silcott speaks about what it takes to successfully bring products to market. In this Podcast, she shares the challenges of being an inventor and insights of early challenges, such as manufacturing prototypes. Martha also provides some advice on protecting your inventions, joining inventor forums, and preparing for the duration.

Upcoming Webinars

Consumer Experience Driven Design



June 19, 2008 @10am EST

Presenters: Jeroen Van Erp of Fabrique and René Lion of Unilever Food & Health Research Institute

Influencing to Innovate



June 26, 2008 @10am EST

Presenter: Dave Labno of Innovationedge

General Announcements

Blog -

Disruptive Innovation

[Read more](#)

Upcoming Events-

June 11, 2008 - [The Invention & New Product Exposition \(INPEX\) - Pittsburgh, PA](#)

[More info](#)

June 16, 2008 - [INDA World of Wipes International Conference - Chicago, IL](#)

[More info](#)



Innovationedge's mission is to help break barriers by working with executives to define their strategy, develop capabilities, design a winning organizational structure and deliver breakthrough innovations that will substantially increase their companies' growth.

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