

How to find the right market access for any invention?



*Innovation Systemic Marketing
Analysis 360 °*

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3 main periods in our western Economy



- The « Glorious Thirty » (1945 - 1975)
 - Easy market accessibility
- The « Competitive Thirty » (1975 – 2005)
 - High competition (red ocean) within same market and me-too products
 - Cost killing to face globalization
- The « Innovate or Die ! » period (2005 - XXXX)
 - Low competition but struggle against resistance to change (blue ocean)
 - Environment threats (Global warming, end of petrol, ...)

***We have to invent and moreover make
sure right inventions will be used***

Why is it so difficult to innovate ?

- An innovation is not always welcome on a market, some actors may want to kill it.
- Innovation creates new market or modifies existing market.
- Traditional marketing concepts are not applicable.
- High failure rates due to hard complexity management and bad market understanding from entrepreneurs (1/10 succeed).



Most of the complexity comes from difficulties :

- to depict protagonist behaviors and roles
- to identify scenarios combination (which products, for whom and when ?)

Classical strategic approaches versus ISMA360 approach

CLASSICAL APPROACHES

- BP uses a linear approach
- The future is predictable
- Goals are defined:
 - uncertainty is banned
 - only risks are considered

ISMA360 APPROACH

- The future can't be predicted but can be built
- Sense making versus predefined goals
- Uncertainty fosters sense making
- Understanding is about iterative loops

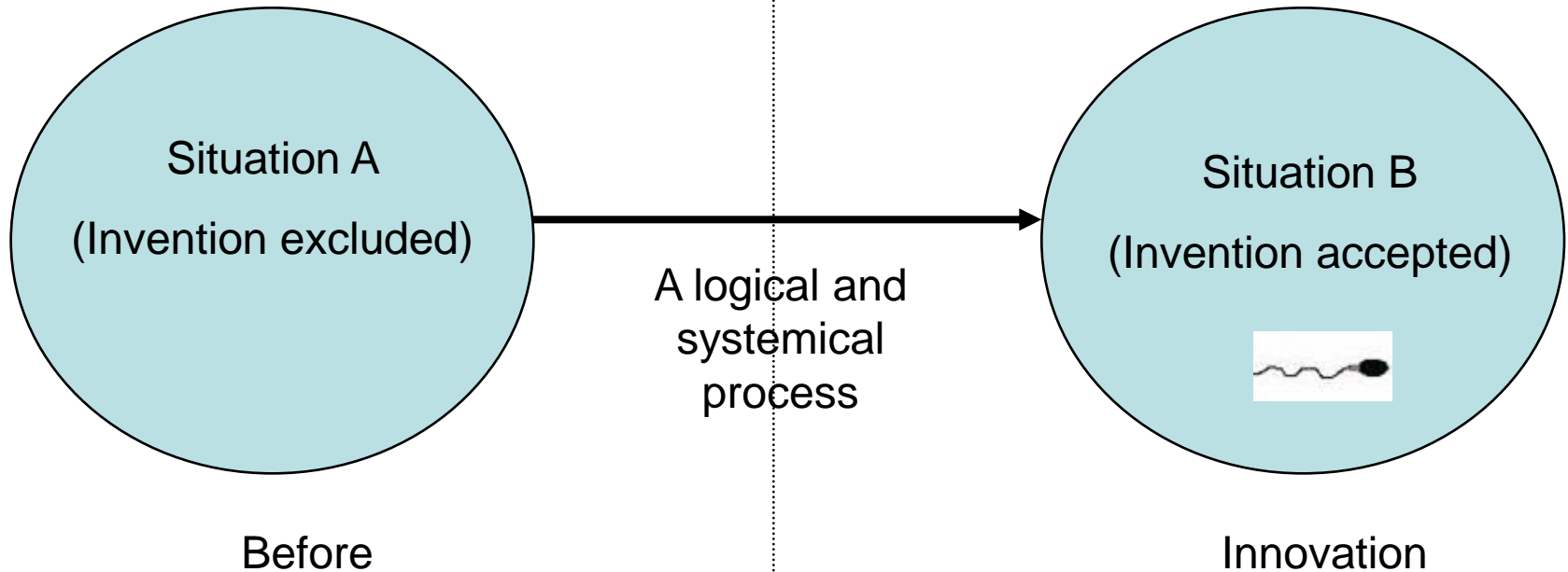
ISMA goal (in short)



Invention 

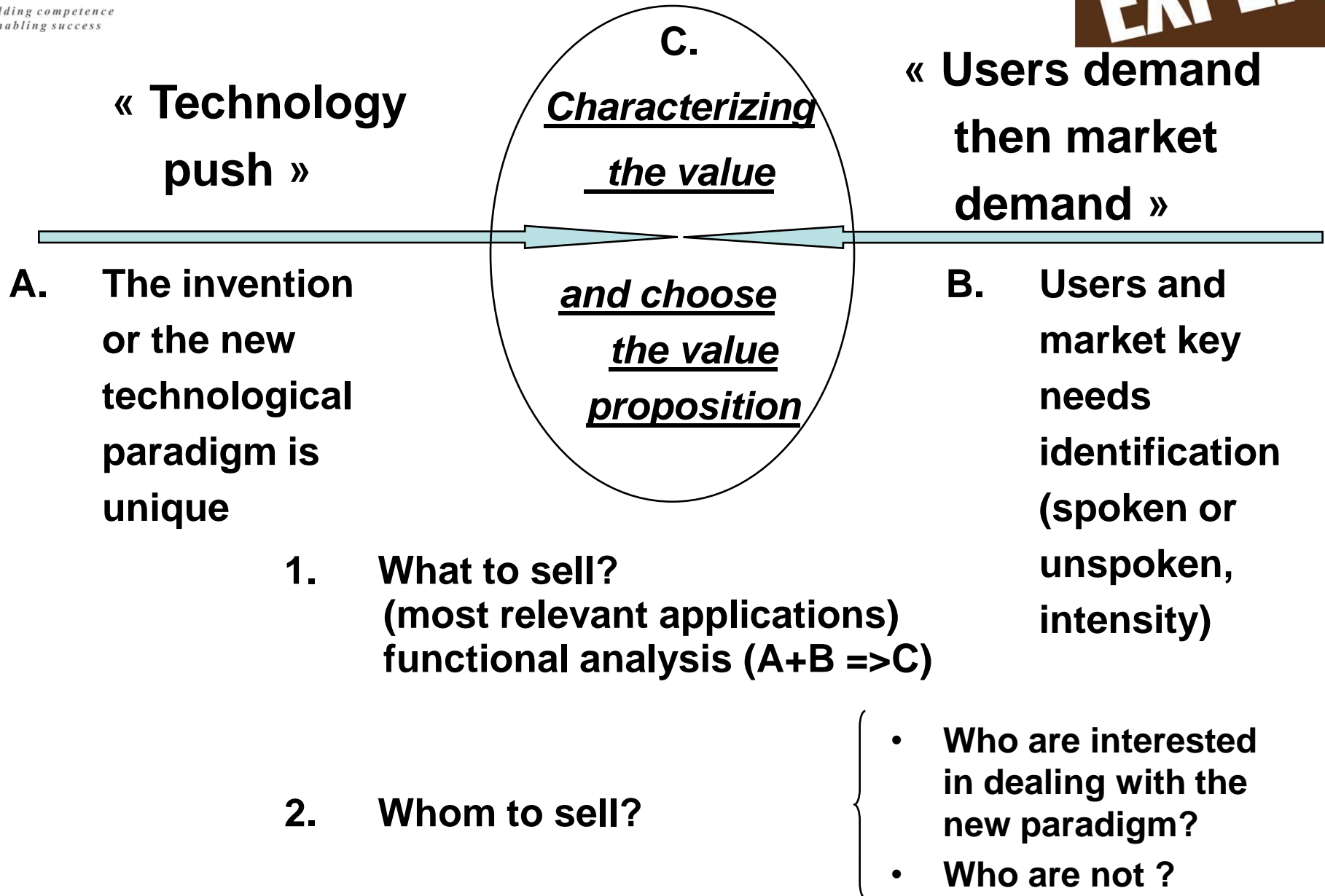
(new to the economic world = unique)

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Is situation B reachable now ? → YES or NO

ISMA360's questions



ISMA360 deployment status



Since July 2006

- 20 incubators trained
→ **100 % have adopted the method**
- 6 countries (UK, SW, FR, I, D, NL)
- 50 Business coaches trained
- 100 Business cases carried out (since 2005)
- Creation of ISMA360 users' club at international level (June 2007)

From now

- “Users accreditation” starting soon
- “ISMA 360 Designer” software available
- More research and professional publications
- New education programs especially for Schools of Engineering

Thanks to ISMA360, it is now possible to give more chance to any invention to reach its market.

Thank you !

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