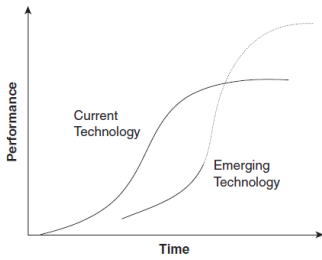
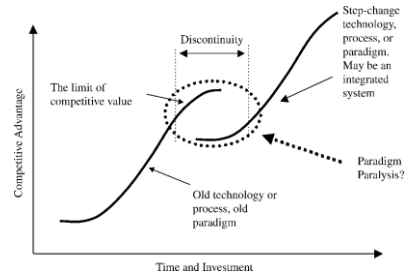


### The S-Curve of Technological Progress

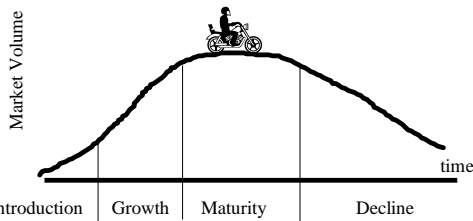


- Remember!
- embryonic
  - emerging
  - growth
  - mature
  - commodity
  - obsolete

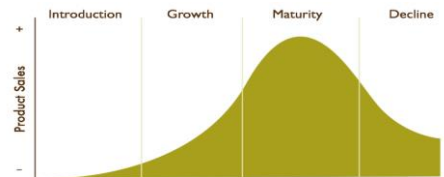
### Diffusion/Adoption of Technological Innovation



### Product/Service Life Cycle

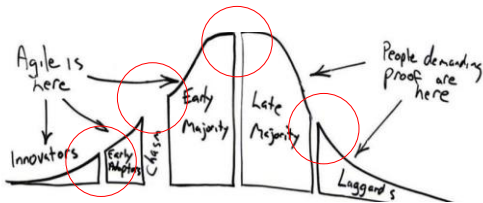


A: Tech Dev	B: App Launch	C: App Growth	D: Mature Technology	E: Tech Substitution	F: Tech Obsolescence
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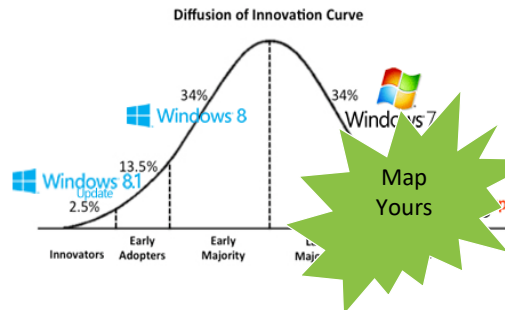


Audience	Early Adopters	Mainstream	Late Adopters	Laggards
Market	Small	Growing	Large	Contracting
Sales	Low	High	Flattening	Moderate
Competition	Low	Moderate	High	Moderate
Business Focus	Awareness	Market Share	Customer Retention	Transition
Design Focus	Tuning	Scaling	Support	Transition

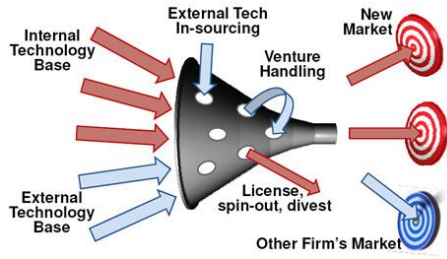
### The Chasm



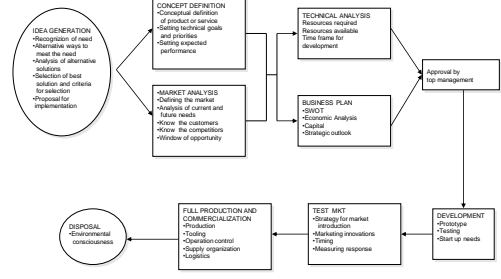
### Product/Service Mapping



### Open Innovation

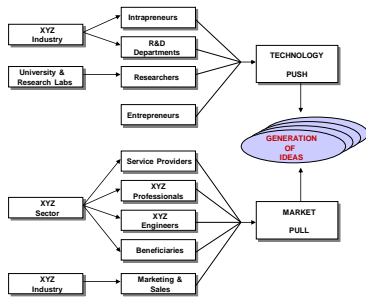


### Process of Technological Innovation



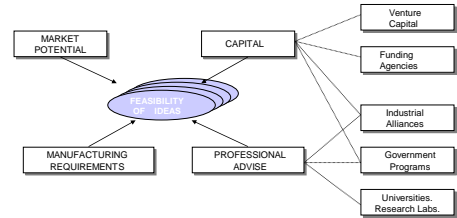
(From Tarek Khalil 2000).

### The Push-Pull Ecosystem



(From Tarek Khalil 2000).

### Feasibility of Ideas



(From Tarek Khalil 2000).