

The 4 Stages of Commercial Innovation

To innovate, you need a commercial focus and client-centricity

1. Incubation

- Identify a pilot client
- Canvas your client to validate the business value of the innovation
- Gain financial commitment from client for the solution
- Build & deploy first iteration of the solution

Do we continue?

2. Expansion

- Use learnings from incubation pilot to harden the offering
- Refine value proposition & messaging to next wave of prospects
- Deliver solution to next wave of clients

Do we continue?

3. Maturation

- Begin transition to a steady state model
- Define long-term business ownership & support model
- Test pricing models
- Scale the solution for broad appeal

Do we continue?

4. Commercialization

- Transition to business-as-usual
- Repeatedly sell the solution
- New product or offering is fully-formed

