

ACTIVITY

Develop an Innovation Hypothesis

Instructions

Use this tool to develop hypotheses about the innovation strategy for your organization. A hypothesis is a proposed explanation made using limited information and assumptions as a starting point for further investigation. While your hypotheses will change as you talk to your customers and team members within your organization, it is important to have a starting point and to validate or invalidate it based on your learnings. This helps you develop your innovation in a methodical, evidenced-based manner.

Complete the grid below.

Who is the hypothesized customer segment for your innovation strategy?

Example: Interventional cardiologists who want to speed up the efficiency of their practice.

Length: One sentence.

US Defense Department for military hardware products to enhance the ability for decisive victories in land, air and sea combat.

What need does your customer segment have?

Example: Increase revenues by 40% and speed up efficiency of cardiac ablation surgeries.

Length: One sentence.

Develop innovative products from cutting edge research to advance US security efforts abroad with effects on improving domestic security for the homeland as a ancillary benefit.



What are your company's strategic goals for serving this customer segment?

Length: Two or three sentences.

To continue to help the United States dominate with defense assets abroad. To utilize these developments for ancillary improvements for the homeland. To generate civilian science advance with the latter to benefit science and humanity.

What type of innovation (basic research, incremental, disruptive, and/or breakthrough) does your company currently focus on?

Length: One sentence.

Horizons currently focuses on basic research.

Based on that type of innovation, what is an example of a product, service, or technology your company has developed?

Length: One sentence.

There are currently no products in development.

What worked with this innovation type?

Length: Three to five sentences.

I plan on starting with robotics for civilian space industry and commerce with NASA on Mars. These assets currently require more R&D for optimal decisions of innovation strategy success. They can utilized for a bright future to our democracy on Mars and promising use on Earth for industry and commerce as well.



What did not work with this innovation type?

Length: Three to five sentences.

Military assets in robotics currently require more development and are not feasible for current deployment now or in the immediate future. After further civilian development with space commercialization and industrialization goals feasibility for military applications will have improved. Robotics as combatants in military scenarios therefore are currently not feasible at this time.

