

10 Types of Innovation

Identify new opportunities in finance, process offering and delivery.

Finance	Business Model	How you make money.
	Network & Alliances	How you join forces with other companies for mutual benefit.
Process	Core Process	How you support company's core processes and workers.
	Enabling Processes	How you create and add value to your offerings.
	Product Performance	How you design your core offerings.
Offerings	Product System	How you provide a platform for multiple products and services.
	Service	How you provide value to customers beyond + around a product.
	Channel	How you get your offerings to market.
Delivery	Brand	How you communicate your offerings.
	Customer Experience	How your customers feel when they interact with your offerings.