



# The Innovation Maze: Four Routes to a Successful New Business Case

*Gijs van Wulfen*

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## **The Innovation Maze: Four Routes to a Successful New Business Case** Gijs van Wulfen

Do you struggle with innovation? The Innovation Maze makes innovation simple. It shows you four different routes through the wonderfully designed innovation maze to successful new business cases for new products or services. This book is your guide on HOW to solve the innovation maze.

When you innovate and generate great ideas for new products or services, you are faced with so many pitfalls. A lot of people experience innovation as a maze and get lost on the way. The fuzzy front end of innovation causes many projects to have a false start. Eighty percent of all innovation projects never even reach the market.

This book is your guide on HOW to solve the innovation maze. It shows you four different routes through the wonderfully designed innovation maze to successful new business cases for new products or services:

1. I have an idea; now what?
2. I discovered a new technology; now what?
3. I identified a relevant unsolved problem; now what?
4. I face a business challenge; now what?

For each of the four innovation routes you will get practical and visual checklists to answer vital questions like: How do I know there's a need for it? How do I know it is technologically do-able? How do I know I can realize a profit? You will end up with a great format for a successful new business case for your innovative ideas.

It's written for start-ups, entrepreneurs, managers and consultants.

Gijs van Wulfen is the author of innovation bestseller *The Innovation Expedition* and is one of LinkedIn's first Influencers. He ranks in the top 10 of the International Top 40 Innovation Bloggers.

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