

# Three Phases of the Innovation Cycle

Mastering the three fundamental phases of the innovation: Strategize, Create, and Scale.



## Strategize

**Definition:** Setting strategic foundation and aligning innovation with business goals

### Key Activities:

- Defining innovation objectives and ambitions
- Identifying promising innovation domains
- Creating resource allocation framework
- Establishing innovation portfolio structure

### Success Factors:

- Clear alignment with business strategy
- Well-defined objectives
- Balanced portfolio approach

## Create

**Definition:** Generating, testing, and refining new ideas and solutions

### Key Activities:

- Brainstorming and concept development
- Building and testing prototypes
- Gathering user feedback
- Iterative design refinement

### Success Factors:

- Strong ideation processes
- Rapid prototyping capabilities
- User-centered design focus

## Scale

**Definition:** Transforming validated innovations into market-ready solutions

### Key Activities:

- Establishing scalable production/delivery processes
- Developing go-to-market strategies
- Setting up distribution channels
- Implementing marketing plans

### Success Factors:

- Efficient operational systems
- Effective commercialization
- Continuous monitoring and optimization