

Innochat

Innovation timing

Times shown in: [Eastern Standard Time](#) and [Coordinated Universal Time](#)

Between **2018 Mar 01 11:45** and **2018 Mar 01 13:15**
12 people sent 207 messages containing #innochat

Produced by [holosoft](#) — Twitter chat transcripts and archives for events — Follow [@holosoft](#)

11:51:24 16:51:24	John W Lewis @JohnWLewis		@mikey3982 Yes! You've just got time before #innochat to watch this TED talk "The single biggest reason why startup... https://t.co/Ax8BvlnRT7
11:51:38 16:51:38	Dale Halvorson 👍👍👍👍👍 @dshlvrsn		RT @mikey3982: #innochat in 20 mins - innovation is just like joke telling its all in the timing
11:51:49 16:51:49	Dale Halvorson 👍👍👍👍👍 @dshlvrsn		RT @JohnWLewis: Good question! Let's discuss during #innochat in <20 mins! Also: what happens and what are your options where you have ado...
11:59:34 16:59:34	John W Lewis @JohnWLewis		Join us for #innochat starting in a moment...
12:00:05 17:00:05	John W Lewis @JohnWLewis		Welcome to #innochat! Our topic is "Innovation timing".
12:00:10 17:00:10	Tripp Braden @TrippBraden		Good afternoon. Tweeting in from the Great Lakes in Northern Ohio #innochat
12:00:22 17:00:22	Tripp Braden @TrippBraden		RT @JohnWLewis: Welcome to #innochat! Our topic is "Innovation timing".
12:00:49 17:00:49	John W Lewis @JohnWLewis		@TrippBraden Hello Tripp! Great to see you. Your timing is impeccable! ;-) #innochat
12:01:41 17:01:41	John W Lewis @JohnWLewis		Please say hello and tell us a little about yourself as you arrive for #innochat
12:02:56 17:02:56	John W Lewis @JohnWLewis		As in several recent episodes, #innochat is still experimenting with running as an ongoing chat without formal questions.
12:03:38 17:03:38	Dale Halvorson 👍👍👍👍👍 @dshlvrsn		RT @JohnWLewis: As in several recent episodes, #innochat is still experimenting with running as an ongoing chat without formal questions.
12:04:03 17:04:03	John W Lewis @JohnWLewis		Mike has already suggested an important question about "innovation timing" #innochat https://t.co/IUXuCvxJFo
12:04:29 17:04:29	Dale Halvorson 👍👍👍👍👍 @dshlvrsn		@JohnWLewis Dale H. Just a guy with a keyboard... #innochat
12:04:32 17:04:32	Tripp Braden @TrippBraden		I working in emerging technologies including advanced analytics and the industrial internet of things #innochat
12:04:38 17:04:38	John W Lewis @JohnWLewis		Hello @dshlvrsn! I see that you are with us. #innochat
12:05:06 17:05:06	John W Lewis @JohnWLewis		Hi Dale, and a brain! #innochat https://t.co/yliSmmWBGk
12:06:01 17:06:01	Tripp Braden @TrippBraden		Timing is an interesting part of innovation. What factors are critical to have an innovative product to take hold? #innochat

12:06:01 17:06:01	John W Lewis @JohnWLewis		Let's start with examples of well or poorly timed innovations. Which are your favourites? #innochat
12:06:05 17:06:05	Mike Baldwin @mikey3982		@JohnWLewis #innochat good video https://t.co/sPilXzpsEl how do we know whether the timing was wrong? Is it that s... https://t.co/ZQsAxHjc6H
12:06:20 17:06:20	Tripp Braden @TrippBraden		RT @mikey3982: @JohnWLewis #innochat good video https://t.co/sPilXzpsEl how do we know whether the timing was wrong? Is it that someone re...
12:06:27 17:06:27	Andrea Villeneuve @DreaVilleneuve		Hey #innochat - listening in - and will jump in when I can. Busy morning here.
12:07:28 17:07:28	John W Lewis @JohnWLewis		@TrippBraden Yes Tripp, often you hear that people are not ready for an innovation. IMHO is more often the inverse:... https://t.co/7FasY3UnoG
12:08:00 17:08:00	Dale Halvorson 👍👍👍👍👍 @dalehvsrn		@JohnWLewis Not today... I'm struggling with the idea the wrong timing. With innovation the value you provide clear... https://t.co/s5LDBaE7Up
12:08:07 17:08:07	John W Lewis @JohnWLewis		@DreaVilleneuve Hello Andrea. Any contributions that you make will be most welcome. #innochat
12:08:27 17:08:27	John W Lewis @JohnWLewis		EV1, anyone? #innochat
12:09:09 17:09:09	Dale Halvorson 👍👍👍👍👍 @dalehvsrn		@mikey3982 @JohnWLewis When the recycling creates value is when it becomes an innovation... #innochat
12:09:38 17:09:38	Mike Baldwin @mikey3982		@dshlvrsn @JohnWLewis #innochat agree where defining innovation is a delivered value.. yes before then its just an idea?
12:09:39 17:09:39	Tripp Braden @TrippBraden		Smart manufacturing and smart sensors came to the market in the late 1990s with limited success #innochat
12:09:55 17:09:55	Tripp Braden @TrippBraden		RT @mikey3982: @dshlvrsn @JohnWLewis #innochat agree where defining innovation is a delivered value.. yes before then its just an idea?
12:10:02 17:10:02	John W Lewis @JohnWLewis		The EV1 was the Genera Motors electric car which has much loved by its buyers, but, presumably, there were too few... https://t.co/aSTFUBdgcV
12:10:04 17:10:04	Dale Halvorson 👍👍👍👍👍 @dalehvsrn		@JohnWLewis @TrippBraden Bingo. Great ideas are not innovation. #innochat
12:10:30 17:10:30	Tripp Braden @TrippBraden		RT @dshlvrsn: @mikey3982 @JohnWLewis When the recycling creates value is when it becomes an innovation... #innochat
12:10:59 17:10:59	Dale Halvorson 👍👍👍👍👍 @dalehvsrn		@mikey3982 @JohnWLewis It's raw material for innovation. Get the combo right and then you win. #innochat
12:11:17 17:11:17	Mike Baldwin @mikey3982		#innochat turning ideas to innovation also means situating yourself and understanding the ecosystem.
12:11:19 17:11:19	Tripp Braden @TrippBraden		RT @dshlvrsn: @mikey3982 @JohnWLewis It's raw material for innovation. Get the combo right and then you win. #innochat
12:12:21 17:12:21	Dale Halvorson 👍👍👍👍👍 @dalehvsrn		@JohnWLewis This brings up artificial cost reductions that mimic a value benefit for users #innochat
12:12:29 17:12:29	Mike Baldwin @mikey3982		#innochat just saying "ta-da I have an idea" is one of the raw components of innovation
12:12:29 17:12:29	John W Lewis @JohnWLewis		Agree in theory, but in practice people do bring innovative products to market too early! #innochat https://t.co/ixrpn5OfAK
12:12:33 17:12:33	Tripp Braden @TrippBraden		The market incumbents many times struggle more with when to introduce new products because they have more to to lose #innochat
12:12:48 17:12:48	Doug Garnett @AtomicAdMan		@dshlvrsn @JohnWLewis Can be developing inno. I worked with the internet appliance iOpener in late 1999. The produc... https://t.co/jf7Ics8kl9
12:12:59 17:12:59	Dale Halvorson 👍👍👍👍👍 @dalehvsrn		@JohnWLewis I've heard that without subsidies Tesla is a failure. #innochat

12:13:24 17:13:24	Doug Garnett @AtomicAdMan		@JohnWLEwis Oh. Doug has shown up finally. (Was distracted by the NYTimes Ken Ken and lost track of time. :-) #innochat
12:13:33 17:13:33	Dale Halvorson 👉👉👉👉👉 @dahlvrsn		RT @mikey3982: #innochat just saying "ta-da I have an idea" is one of the raw components of innovation
12:13:34 17:13:34	Tripp Braden @TrippBraden		Doesn't part of the decision rest in how organizations see new markets emerging #innochat
12:13:43 17:13:43	Carol Stephen @Carol_Stephen		RT @TrippBraden: Smart manufacturing and smart sensors came to the market in the late 1990s with limited success #innochat
12:13:46 17:13:46	Dale Halvorson 👉👉👉👉👉 @dahlvrsn		RT @mikey3982: #innochat turning ideas to innovation also means situating yourself and understanding the ecosystem.
12:13:52 17:13:52	Jim Katzaman \$ #LifeInsurance \$ Worker #Benefita		Joining #innochat from Maryland. An ill-timed innovation was New Coke -- in a close race with the Edsel.
12:14:33 17:14:33	Doug Garnett @AtomicAdMan		@dshlvrsn @JohnWLEwis Probably - due to cost. Yet those subsidies are exactly intended to reduce cost for EVs to in... https://t.co/ICicjmZiQH
12:14:41 17:14:41	Tripp Braden @TrippBraden		@mikey3982 Which comes first the ecosystem or the breakthrough product that creates a new ecosystem? #innochat
12:14:51 17:14:51	Dale Halvorson 👉👉👉👉👉 @dahlvrsn		@mikey3982 It can be but success rates with that as the starting point are not promising #innochat
12:14:54 17:14:54	Carol Stephen @Carol_Stephen		Sneaking into #innochat like https://t.co/VvW9DqHBOF
12:14:56 17:14:56	John W Lewis @JohnWLEwis		@dshlvrsn Starting any capital-intensive business requires funding. No doubt the accountants can figure out whether... https://t.co/bBVarcgUoJ
12:15:07 17:15:07	Tripp Braden @TrippBraden		RT @dshlvrsn: @mikey3982 It can be but success rates with that as the starting point are not promising #innochat
12:15:20 17:15:20	Andrea Villeneuve @DreaVilleneuve		@dshlvrsn @JohnWLEwis I would say the same for most social media platforms. FB being the exception and only because... https://t.co/76V9aVImCg
12:15:26 17:15:26	Dale Halvorson 👉👉👉👉👉 @dahlvrsn		@mikey3982 Innovation has an external locus of control. #innochat
12:15:26 17:15:26	Carol Stephen @Carol_Stephen		Hah! RT @JKatzaman: Joining #innochat from Maryland. An ill-timed innovation was New Coke -- in a close race with the Edsel.
12:15:49 17:15:49	Tripp Braden @TrippBraden		Application is 90% of the law in new product innovation from what I've seen #innochat
12:16:03 17:16:03	Doug Garnett @AtomicAdMan		@TrippBraden @mikey3982 We could have a philosophical discussion about whether you create ecosystems or simply deli... https://t.co/oUN3BQkmG6
12:16:06 17:16:06	John W Lewis @JohnWLEwis		@AtomicAdMan @dshlvrsn Hi Doug! #innochat
12:16:23 17:16:23	Dale Halvorson 👉👉👉👉👉 @dahlvrsn		@TrippBraden @mikey3982 iPods were going no where without itunes... #innochat
12:16:35 17:16:35	John W Lewis @JohnWLEwis		@Carol_Stephen @TrippBraden Great to see you, Carol! #innochat
12:16:44 17:16:44	John W Lewis @JohnWLEwis		@JKatzaman Hello Jim! #innochat
12:17:14 17:17:14	Tripp Braden @TrippBraden		Minus a market transforming event that could force industry to move toward new technology. Like EDI for example #innochat
12:17:21 17:17:21	Carol Stephen @Carol_Stephen		@JohnWLEwis Nice to be here. Sorry, I had a date with second breakfast. #innochat
12:17:26 17:17:26	CL Design @cldbrand		@AtomicAdMan @dshlvrsn @JohnWLEwis What if existing standards are creating barriers to your innovation? The "we've... https://t.co/YxWBxgdkwQ




12:17:40 17:17:40	Jim Katzaman \$ #LifeInsurance \$ Worker #Benefit		@JohnWLewis Hi, John. #innochat
12:18:02 17:18:02	Mike Baldwin @mikey3982		@TrippBraden seeing ecosystems as complex adaptive systems. Maybe this timing issue is because we don't always unde... https://t.co/fno5Gjb5A8
12:18:10 17:18:10	John W Lewis @JohnWLewis		Another major innovative product which was too early, and might never happen again was Concorde: https://t.co/YHLr7BX6K1 #innochat
12:18:51 17:18:51	Tripp Braden @TrippBraden		@dshlvrsn @mikey3982 So distribution is critical element in innovation? Does it always matter? #innochat
12:19:03 17:19:03	Fairway Tech @FairwayTech		Hello everyone! We'd love to jump in an contribute to this week's #innochat
12:19:19 17:19:19	Carol Stephen @Carol_Stephen		@JohnWLewis Ah, yes. My dad worked for Pan Am back in the day. The Concorde was amazing. #innochat
12:19:33 17:19:33	Doug Garnett @AtomicAdMan		@cldbrand @dshlvrsn @JohnWLewis True. There are, I suppose, multiple ecosystems. Standards, regulations, company ha... https://t.co/JUKay2tvUZ
12:20:05 17:20:05	Dale Halvorson ◆◆◆◆◆◆◆◆ @dalehvsn		@cldbrand @AtomicAdMan @JohnWLewis Happens all the time. I'd love to lighting design without all the single point p... https://t.co/swXI8Ao3zm
12:20:36 17:20:36	Mike Baldwin @mikey3982		@TrippBraden @dshlvrsn or truly morphing from an old ecosystem to new ones that have less friction for the customer... https://t.co/5s3akN9PDY
12:20:37 17:20:37	John W Lewis @JohnWLewis		@DreaVilleneuve @dshlvrsn But why is FB the exception? We might think that it is here for ever. But, in its day, we... https://t.co/9NbVLorRdq
12:20:51 17:20:51	Tripp Braden @TrippBraden		@JohnWLewis Won't Concorde vision reemerge now that new technologies can help support its operations and maintenance? #innochat
12:21:10 17:21:10	Jose A. Briones @Brioneja		@JohnWLewis Hello John. Joining late. #innochat
12:21:48 17:21:48	Tripp Braden @TrippBraden		RT @Carol_Stephen: @JohnWLewis Ah, yes. My dad worked for Pan Am back in the day. The Concorde was amazing. #innochat
12:21:51 17:21:51	Doug Garnett @AtomicAdMan		@JohnWLewis Many air powered innovations face some nasty realities about the incredible energy needed to fight grav... https://t.co/IYbVNyKzYL
12:22:02 17:22:02	Jose A. Briones @Brioneja		@mikey3982 @dshlvrsn @JohnWLewis Yes, I believe innovation is the intersection of invention and value #innochat.
12:22:22 17:22:22	Tripp Braden @TrippBraden		RT @Brioneja: @mikey3982 @dshlvrsn @JohnWLewis Yes, I believe innovation is the intersection of invention and value #innochat.
12:22:28 17:22:28	Fairway Tech @FairwayTech		@Brioneja @JohnWLewis It's always better late than never! ;) #innochat
12:22:30 17:22:30	Mike Baldwin @mikey3982		@TrippBraden @JohnWLewis so when parts of the ecosystem are economically viable the idea can progress? #innochat
12:22:46 17:22:46	Carol Stephen @Carol_Stephen		RT @TrippBraden: Application is 90% of the law in new product innovation from what I've seen #innochat
12:22:49 17:22:49	John W Lewis @JohnWLewis		@Carol_Stephen PanAm saved Boeing! When the SST was cancelled, Boeing was (only just!) saved by the 747, which it s... https://t.co/rnxFtmoznz
12:23:23 17:23:23	Janet Doran @thepositivepen		@TrippBraden I think the top one for me is delivering value #innochat
12:23:29 17:23:29	Dale Halvorson ◆◆◆◆◆◆◆◆ @dalehvsn		@TrippBraden @JohnWLewis It's questionable. The new super capacity plane is already having market issues. We want i... https://t.co/2GFTL4rHfp
12:23:57 17:23:57	Jose A. Briones @Brioneja		@AtomicAdMan @TrippBraden @mikey3982 In many cases ecosystems or platforms are what changes an innovation from incr... https://t.co/lewmgCadSD
12:24:06 17:24:06	Tripp Braden @TrippBraden		@mikey3982 @JohnWLewis For many new adopters cost is less a factor than advantage, an example fractional jet ownership #innochat

12:24:10 17:24:10	John W Lewis @JohnWLewis		Sorry ... run that past us again: you had second breakfast with a date??! 👍👍👍👍 #innocha https://t.co/cgCA717WBeBe
12:24:14 17:24:14	CL Design @cldbrand		@dshlvrsn @AtomicAdMan @JohnWLewis What's the answer? Sheer dogged perseverance? Also how do you show metrics & d... https://t.co/DisZjA6Bbj
12:24:15 17:24:15	Mike Baldwin @mikey3982		@JohnWLewis @Carol_Stephen always interesting to see whether this was being lucky or inspired insightful thinking - #innochat
12:24:26 17:24:26	Dale Halvorson 👍👍👍👍👍 @dalehvrson		@thepositivepen1 @TrippBraden Amen #innochat
12:24:32 17:24:32	Fairway Tech @FairwayTech		@JohnWLewis @DreaVilleneuve @dshlvrsn MySpace? What's that? 👍👍 #innochat https://t.co/5hoXbJ1voJ
12:24:58 17:24:58	Tripp Braden @TrippBraden		@thepositivepen1 Great point, but my biggest questions when developing new products is what and who defines value #innochat
12:25:08 17:25:08	Carol Stephen @Carol_Stephen		@JohnWLewis Ah, yes. My dad called the 747 the Chevy of airplanes (as in reliable). We flew on a lot of those. #innochat
12:25:10 17:25:10	Tripp Braden @TrippBraden		RT @mikey3982: @JohnWLewis @Carol_Stephen always interesting to see whether this was being lucky or inspired insightful thinking - #innochat
12:25:26 17:25:26	Andrea Villeneuve @DreaVilleneuve		@JohnWLewis @dshlvrsn Would say FB is the exception as they look like they are making a profit, Were they innovati... https://t.co/IOsMHdtTxD
12:25:47 17:25:47	Dale Halvorson 👍👍👍👍👍 @dalehvrson		@TrippBraden @mikey3982 @JohnWLewis Price and cost are not the same thing. #innochat
12:25:55 17:25:55	John W Lewis @JohnWLewis		Concorde was not ready for the world, because the sonic boom problem prevented its use over land. Only much more re... https://t.co/lvlgpRWzQJ
12:26:06 17:26:06	Doug Garnett @AtomicAdMan		@dshlvrsn @cldbrand @JohnWLewis In film production, lighting innovation is rocketing along, 5 years ago we had to c... https://t.co/YZonh6pqWN
12:26:15 17:26:15	Tripp Braden @TrippBraden		@mikey3982 @JohnWLewis @Carol_Stephen Many times Myth comes from the creator, think Steve Jobs #innochat
12:26:27 17:26:27	Tripp Braden @TrippBraden		RT @dshlvrsn: @TrippBraden @mikey3982 @JohnWLewis Price and cost are not the same thing. #innochat
12:26:52 17:26:52	John W Lewis @JohnWLewis		@Brioneja Hello Jose, it's very good to see you again! #innochat
12:27:11 17:27:11	Doug Garnett @AtomicAdMan		@cldbrand @dshlvrsn @JohnWLewis Personally, I think perseverance is sometimes it. Operating without a net increases... https://t.co/1aPTduWH4R
12:27:23 17:27:23	Tripp Braden @TrippBraden		@dshlvrsn @TrippBraden @mikey3982 @JohnWLewis Does price and cost definitions evolve over time? #innochat
12:27:33 17:27:33	Carol Stephen @Carol_Stephen		@dshlvrsn We never talked about Steve Jobs very much until he was no longer with us. Now he's a hero. #innochat
12:27:49 17:27:49	Dale Halvorson 👍👍👍👍👍 @dalehvrson		@AtomicAdMan @cldbrand @JohnWLewis Getting that to scale to every home in America that is built with single fixture... https://t.co/b84ieAuA7N
12:27:55 17:27:55	Jose A. Briones @Brioneja		@JohnWLewis @DreaVilleneuve @dshlvrsn FB won the social media network wars by successfully (and quickly) integratin... https://t.co/gt5PTTioeP
12:28:08 17:28:08	John W Lewis @JohnWLewis		@AtomicAdMan Agreeing, Doug. If the sonic boom problem could be mitigated, supersonic business jets might have a future IMHO. #innochat
12:28:49 17:28:49	Tripp Braden @TrippBraden		@Carol_Stephen I helped bring Steve and his team to Ohio in the late 80s They weren't ready for prime time yet #innochat
12:29:00 17:29:00	Dale Halvorson 👍👍👍👍👍 @dalehvrson		@TrippBraden @mikey3982 @JohnWLewis I believe so. And often in opposite directions. Think cel phones... #innochat
12:29:33 17:29:33	Carol Stephen @Carol_Stephen		Awesome! RT @TrippBraden I helped bring Steve and his team to Ohio in the late 80s They weren't ready for prime time yet #innochat

12:30:03 17:30:03	John W Lewis @JohnWLewis		@mikey3982 @Carol_Stephen I'm fairly sure that it was luck. Have you seen the excellent BBC documentary on the Boei... https://t.co/ooPfvk4mL3
12:30:11 17:30:11	Tripp Braden @TrippBraden		@dshlvrsn Who creates price elasticity? Demand or production? #innochat
12:31:04 17:31:04	Dale Halvorson 👍👍👍👍👍 @dalehvs		@TrippBraden Lol. If I knew that I wouldn't be #innochat ing....
12:31:22 17:31:22	John W Lewis @JohnWLewis		What about innovations which were too late? I.e they could've been launched and adopted earlier. #innochat
12:31:23 17:31:23	Carol Stephen @Carol_Stephen		Not yet! RT @JohnWLewis I'm fairly sure that it was luck. Have you seen the excellent BBC documentary on the Boeing... https://t.co/6iKEj4FK44
12:31:25 17:31:25	Janet Doran @thepositivepen		@TrippBraden I would say whoever you are trying to get to buy it #innochat
12:31:40 17:31:40	Dale Halvorson 👍👍👍👍👍 @dalehvs		@TrippBraden I think the pool of potential solutions. #innochat
12:31:46 17:31:46	Tripp Braden @TrippBraden		RT @thepositivepen1: @TrippBraden I would say whoever you are trying to get to buy it #innochat
12:31:53 17:31:53	Tripp Braden @TrippBraden		RT @dshlvrsn: @TrippBraden I think the pool of potential solutions. #innochat
12:32:06 17:32:06	CL Design @cldbrand		@AtomicAdMan @dshlvrsn @JohnWLewis Does this boil down to the element of risk? Willing to take a risk only when som... https://t.co/1dooP57U7r
12:32:07 17:32:07	Fairway Tech @FairwayTech		@Carol_Stephen @dshlvrsn Interesting point, Carol. #innochat
12:32:19 17:32:19	Tripp Braden @TrippBraden		I wonder what role leadership has in product innovation from the customers perspective? #innochat
12:32:56 17:32:56	Dale Halvorson 👍👍👍👍👍 @dalehvs		Thanks folks. Gotta run. #innochat https://t.co/RcbOVUS2pk
12:33:27 17:33:27	Carol Stephen @Carol_Stephen		@TrippBraden That's like opening a whole can of worms right there, Tripp! Could be an ongoing subject for a month! #innochat
12:33:58 17:33:58	John W Lewis @JohnWLewis		Arguably, electric cars are too late ... or, at least, later than they needed to be. What were we waiting for?!... https://t.co/1EUMmkGcEe
12:34:25 17:34:25	Tripp Braden @TrippBraden		@dshlvrsn What role does monopoly play in this discussion. That of computer operating systems that have come and gone #innochat
12:34:25 17:34:25	Carol Stephen @Carol_Stephen		@dshlvrsn So long, Dale! **waves goodbye** #innochat
12:35:51 17:35:51	Tripp Braden @TrippBraden		@thepositivepen1 Do you think markets already exist or are they created when dealing with innovative products? #innochat
12:36:02 17:36:02	John W Lewis @JohnWLewis		Product leadership takes a variety of forms. But, for all of them, branding affects whether the market gives the ve... https://t.co/RLaKMhza5r
12:36:27 17:36:27	Jim Katzaman \$ #LifeInsurance \$ Worker #Benefito		In its day, the DeLorean was pretty innovative. The question is, which day are we talking about? #innochat https://t.co/MxbX3bRJyg
12:36:36 17:36:36	Carol Stephen @Carol_Stephen		RT @TrippBraden: Do you think markets already exist or are they created when dealing with innovative products? #innochat
12:36:42 17:36:42	Doug Garnett @AtomicAdMan		@JohnWLewis Hmmm... Hard one to see. Often, the communication came too late. TiVO needed to have used the right mes... https://t.co/xV5hKiqeqj
12:36:48 17:36:48	John W Lewis @JohnWLewis		@dshlvrsn Thank you for joining us, Dale. See you again soon. #innochat
12:37:07 17:37:07	Fairway Tech @FairwayTech		@JohnWLewis We think it's all a matter of perseverance and great marketing that eventually brings things to light.... https://t.co/HzTu7C9KP8

12:37:21 17:37:21	Tripp Braden @TrippBraden	 RT @JKatzaman: In its day, the DeLorean was pretty innovative. The question is, which day are we talking about? #innochat https://t.co/MxbX...
12:37:30 17:37:30	John W Lewis @JohnWLewis	 Haha, it was, Jim! 💎💎 #innochat https://t.co/8QG5qTcna22
12:37:48 17:37:48	Doug Garnett @AtomicAdMan	 @JohnWLewis I think we were waiting for societal conditions to be ripe for the innovation to be adopted. I've read... https://t.co/Ghoz8xfdJH
12:37:54 17:37:54	Tripp Braden @TrippBraden	 RT @JohnWLewis: Haha, it was, Jim! 💎💎 #innochat https://t.co/8QG5qTcna22
12:38:09 17:38:09	Carol Stephen @Carol_Stephen	 @JKatzaman Right? And if not for the cocaine scandal, would we be driving Deloreans today? #innochat
12:38:22 17:38:22	John W Lewis @JohnWLewis	 @AtomicAdMan Have you been listening to @simonsinek's talk again, Doug?! #innochat
12:38:26 17:38:26	Jose A. Briones @Brioneja	 @JohnWLewis I would define an innovation that is "late" as one that when launched is not adopted because the market... https://t.co/mPpwpuJL7Q
12:39:36 17:39:36	Jose A. Briones @Brioneja	 @JohnWLewis I was personally involved in one. New coating to strengthen soft drink glass bottles when market was s... https://t.co/wAtz8skauM
12:40:07 17:40:07	Fairway Tech @FairwayTech	 @Carol_Stephen @TrippBraden We believe they already exist—subconsciously. Then conscious awareness comes to light o... https://t.co/0p70xLvsWp
12:40:08 17:40:08	John W Lewis @JohnWLewis	 @Brioneja Yes, it's late if it would have been very valuable at an earlier time, but the world (and the market) have moved on. #innochat
12:40:41 17:40:41	John W Lewis @JohnWLewis	 Interesting, Jose. Can you tell us more? #innochat https://t.co/OzLn2gjtBB
12:41:16 17:41:16	Tripp Braden @TrippBraden	 RT @JohnWLewis: Interesting, Jose. Can you tell us more? #innochat https://t.co/OzLn2gjtBB
12:42:28 17:42:28	Carol Stephen @Carol_Stephen	 @JohnWLewis And what about products that disappear and then reappear when the market is right? #innochat
12:42:56 17:42:56	Jose A. Briones @Brioneja	 @JohnWLewis When soft drinks used to be sold in glass bottles breakage was a significant cost and liability issue.... https://t.co/6afodprwoh
12:43:07 17:43:07	Doug Garnett @AtomicAdMan	 @FairwayTech @JohnWLewis @Apple Early or late should be considered based on goals. To invent, make some profit from... https://t.co/VLbVofACDN
12:43:08 17:43:08	Tripp Braden @TrippBraden	 @Carol_Stephen I wonder did that lifestyle choice didn't appeal to a certain renegade class when selecting a new car #innochat
12:43:13 17:43:13	Janet Doran @thepositivepen	 @TrippBraden A problem or need has to exist #innochat
12:43:37 17:43:37	Carol Stephen @Carol_Stephen	 Tweets about #innochat have reached 54,495 accounts https://t.co/MhCZlWgv18 via @unionmetrics
12:43:59 17:43:59	Jose A. Briones @Brioneja	 @JohnWLewis However by the time coating was ready, most soft drink manufacturers had made the decision to switch to... https://t.co/NP1DC10CmI
12:44:07 17:44:07	Tripp Braden @TrippBraden	 Microwave ovens were available in the early 50s but not many homes could handle the power requirements #innochat
12:44:08 17:44:08	John W Lewis @JohnWLewis	 Many years ago, I was involved in developing processes for the volume production of videodiscs/disks, which never c... https://t.co/K6qrkEvRlb
12:44:52 17:44:52	Tripp Braden @TrippBraden	 @thepositivepen1 Yes, but do we create that need or desire or just harness it? #innochat
12:45:19 17:45:19	Carol Stephen @Carol_Stephen	 @TrippBraden That's true, too. Drugs are a part of a lifestyle choice, too. #innochat
12:46:18 17:46:18	Carol Stephen @Carol_Stephen	 @TrippBraden And some homes still can't handle some microwaves. My home had to be rewired, since it was built in the 30s! #innochat

12:46:37 17:46:37	John W Lewis @JohnWLewis		@Brioneja Thank you, Jose. An interesting story! So, if coatings had been introduced earlier, do you think that the... https://t.co/xQuI96S2jJ
12:47:07 17:47:07	Tripp Braden @TrippBraden		@thepositivepen1 Akio Morita founder of Sony believed we can create a demand for a product so great that it creates a market #innochat
12:47:48 17:47:48	Carol Stephen @Carol_Stephen		@TrippBraden Sure! Think about all the products Sony has put out that we didn't know we needed. #innochat
12:48:10 17:48:10	Doug Garnett @AtomicAdMan		@cldbrand @dshlvrsn @JohnWLewis Take a risk and stick with the risk, I'd suggest. Companies often plan 1 risk and 9... https://t.co/9ZBtR4kZr7
12:48:28 17:48:28	Jose A. Briones @Brioneja		@JohnWLewis Yes but it needed to be much earlier. Additional value was that it allowed the reduction of glass need... https://t.co/ZndIK8Z6DD
12:48:34 17:48:34	Tripp Braden @TrippBraden		@Carol_Stephen Lifestyle choices are almost always evolving in a changing society #innochat
12:49:00 17:49:00	John W Lewis @JohnWLewis		Oh dear! Similar story: my sister was equipping a pub kitchen and ordered fancy induction heating cookers. When the... https://t.co/AkysaLKRqj
12:49:25 17:49:25	Tripp Braden @TrippBraden		@Carol_Stephen When I worked with Sony, we retailers called it the golden age of consumer electronics #innochat
12:49:28 17:49:28	Carol Stephen @Carol_Stephen		@TrippBraden The other day, the 9-year-old asked me, "How long do you think a person could survive without wifi?" #innochat
12:49:48 17:49:48	Carol Stephen @Carol_Stephen		Yep! @TrippBraden: When I worked with Sony, we retailers called it the golden age of consumer electronics #innochat
12:50:11 17:50:11	Tripp Braden @TrippBraden		@Carol_Stephen Very nice, I need to share that with my IBM partners #innochat
12:50:19 17:50:19	John W Lewis @JohnWLewis		Earlier "recycling" was mentioned. What options are available when we realise that we've gone too early, either as... https://t.co/LbDsGWVKKd
12:51:11 17:51:11	Tripp Braden @TrippBraden		@Carol_Stephen That will put a smile on their faces and song in their heart! #innochat
12:51:15 17:51:15	John W Lewis @JohnWLewis		Hahaha!! What did you reply? "Many thousands of years!""?  #innochat https://t.co/YkRl85zzzMM
12:51:49 17:51:49	Fairway Tech @FairwayTech		@AtomicAdMan @JohnWLewis @Apple Great point, Doug! #innochat
12:52:12 17:52:12	Carol Stephen @Carol_Stephen		@TrippBraden He was completely serious. He teaches me things all the time. Like why Duck Duck Go is better than Google. #innochat
12:53:17 17:53:17	Tripp Braden @TrippBraden		@Carol_Stephen I know you were, I love children they are the soucre of so much joy and inspiration #innochat
12:53:23 17:53:23	CL Design @cldbrand		@AtomicAdMan @dshlvrsn @JohnWLewis Great clarity and analogy on the topic. Thank you! #innochat
12:53:42 17:53:42	Fairway Tech @FairwayTech		@Carol_Stephen @TrippBraden What was your answer to the WiFi question? #innochat
12:53:50 17:53:50	Carol Stephen @Carol_Stephen		@JohnWLewis I was kinda floored by it, actually. Before I could answer, he answered his own question: "Not very long!" #innochat
12:54:09 17:54:09	Jose A. Briones @Brioneja		@AtomicAdMan @cldbrand @dshlvrsn @JohnWLewis Aversion to risk is why most companies stick to incremental innovations. #innochat
12:54:29 17:54:29	Tripp Braden @TrippBraden		I've got to run, looking forward to future chats. #innochat
12:54:34 17:54:34	Carol Stephen @Carol_Stephen		@FairwayTech @TrippBraden He answered his own question! "Not very long!" Hahaha! #innochat
12:54:38 17:54:38	John W Lewis @JohnWLewis		@AtomicAdMan @cldbrand @dshlvrsn I agree we need to stick with it over time. However, I also think that far too muc... https://t.co/87YqWZs5jC

12:55:11 17:55:11	Carol Stephen @Carol_Stephen	 Waving bye-bye! RT @TrippBraden: I've got to run, looking forward to future chats. #innochat
12:55:21 17:55:21	Tripp Braden @TrippBraden	 @Carol_Stephen @FairwayTech and people wonder why I love my tech clients and partners so much #innochat
12:56:05 17:56:05	Fairway Tech @FairwayTech	 @Carol_Stephen @TrippBraden Haha, such a smart 9-year-old! #innochat
12:56:27 17:56:27	Carol Stephen @Carol_Stephen	 @TrippBraden @FairwayTech I grew up with tech, but not like him! I drag him to the park, and he drags me into more... https://t.co/CaKrFJXE5O
12:56:52 17:56:52	Carol Stephen @Carol_Stephen	 @FairwayTech @TrippBraden Gosh, way too smart sometimes. #innochat
12:57:25 17:57:25	Jose A. Briones @Brioneja	 @Carol_Stephen @TrippBraden Is anybody from #innochat going to #SxSW?
12:57:33 17:57:33	John W Lewis @JohnWLewis	 @Carol_Stephen Haha! I suspect that soon (and perhaps already?) people will always be unaware of how or when they c... https://t.co/lkGGA2wMdc
12:58:17 17:58:17	Carol Stephen @Carol_Stephen	 @Brioneja @TrippBraden Nope! Have never been. Will you go and report back? #SxSW #innochat
12:58:35 17:58:35	Jose A. Briones @Brioneja	 @Carol_Stephen @TrippBraden Yes I will #innochat
12:59:24 17:59:24	CL Design @cldbrand	 @JohnWLewis @AtomicAdMan @dshlvrsn In my context what I see is problem solving after the fact leading to inferior f... https://t.co/CT56Hf7gRT
12:59:49 17:59:49	John W Lewis @JohnWLewis	 There's a great cartoon about that, but I can't find it immediately. #innochat https://t.co/3dOrigJffb
12:59:55 17:59:55	John W Lewis @JohnWLewis	 RT @Brioneja: @Carol_Stephen @TrippBraden Is anybody from #innochat going to #SxSW?
13:00:03 18:00:03	Carol Stephen @Carol_Stephen	 @OkemaForever Next time, chat with us, won't you? It's more fun. Really. #innochat
13:00:18 18:00:18	John W Lewis @JohnWLewis	 RT @Carol_Stephen: @OkemaForever Next time, chat with us, won't you? It's more fun. Really. #innochat
13:00:52 18:00:52	John W Lewis @JohnWLewis	 Great #innochat! Thanks everyone for taking part today. See you at the same time next week!
13:01:26 18:01:26	Carol Stephen @Carol_Stephen	 @JohnWLewis Send it along when you find it, John. I was think maybe we could use iNaturalist together. #innochat
13:01:43 18:01:43	Carol Stephen @Carol_Stephen	 +1 @JohnWLewis: Great #innochat! Thanks everyone for taking part today. See you at the same time next week! #innochat
13:02:42 18:02:42	Carol Stephen @Carol_Stephen	 @JohnWLewis Thanks, @JohnWLewis for bringing innovation to the little gray cells! #innochat https://t.co/v2Sv537dT2
13:02:45 18:02:45	John W Lewis @JohnWLewis	 @Carol_Stephen Googling iNaturalist! #innochat
13:02:56 18:02:56	Jose A. Briones @Brioneja	 @JohnWLewis Thanks! Great discussion! #innochat
13:03:35 18:03:35	Janet Doran @thepositivepen	 @TrippBraden What ultimately accounts for products from the same innovators - one that succeeds and one that fails? #innochat
13:04:15 18:04:15	John W Lewis @JohnWLewis	 @OkemaForever Looking forward to you taking part in #innochat whenever you can, Okema. You are always welcome.