Strategic Drivers and Constraints for Minitrend Innovations

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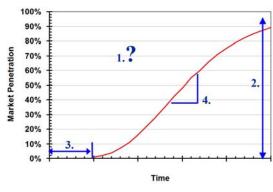
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Some Key Innovation Questions

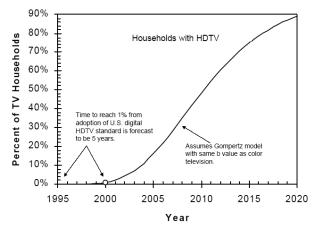
- 1. Will the innovation be adopted?
- 2. How big is the potential market?
- 3. When will it be commercially available?
- 4. How fast will it penetrate the market?



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U.S. HDTV Households (1995 TFI Forecast)



Lawrence K. Vanston, Curt Rogers, and Ray L. Hodges, Advanced Video Services—Analysis and Forecasts For Terrestrial Service Providers, Technology Futures, Inc., 1995, p. 106. This graphic appears in *Introduction to Technology*Market Foregasting 1996, p.25

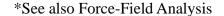
Copyright © 2014, Technology Futures, Inc. 3 Market Forecasting, 1996, p.25.

Some Key Questions

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Some Tools for Answers

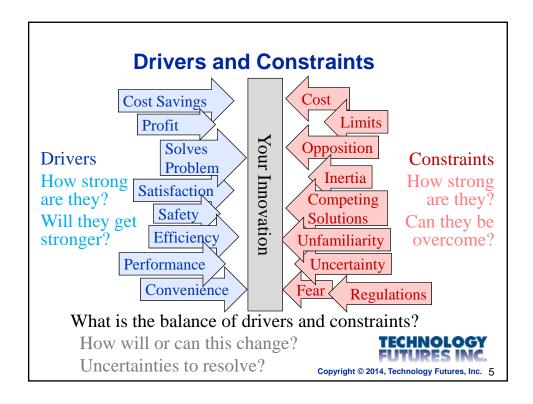
- Drivers and Constraints*
- **Historical Analogies**
- **Expert Opinion**
- Adoption Curves (Fisher-Pry, Gompertz, Bass)
- Market Research, Financial Analysis, etc.



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90% 80% 70% 60%

50% 40%



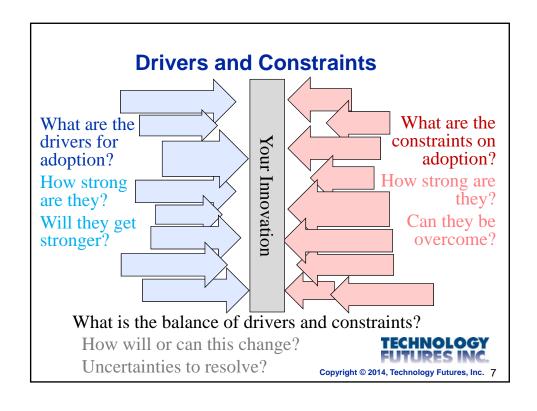
TFI Drivers and Constraints Success Stories in Communications

- HDTV
- Broadband
- Mass market for cellular
- Multimedia computers
- Image Transmission
- Video Communications
- Wireless Broadband

- Wireless for Wireline
- Fiber in the Loop
- Cable Telephony
- VoIP
- Location Based Services
- Broadband Speeds
- Online Video, OTT

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