

White Paper / Future Innovation Projects

White Paper

**A Brief Study
on Overcoming
the 10 Major
Innovation
Pitfalls**



Editions d'Innovation

This white paper provides an overview of failures in innovation and aims to present the extent of this phenomenon, the challenges it raises, its frequent causes and, above all, possible solutions to overcome it. It draws upon recent studies and statistics published by innovation experts and specialized institutes.



1. Innovation: what is it and what is at stake? ... 4

What is Innovation? ... 6

The Challenges of Innovation ... 7



2. Innovation failures: extent and frequent causes ... 10

The extent of failures in innovation ... 12

Frequent causes of failure ... 13



3. Possible solutions to reduce the risk of failure ... 18

Logics and solutions to be implemented ... 20

Factors to consider ... 22

Methodologies and tools to be adopted ... 25



4. Conclusion ... 38



5. Bibliography ... 42