

The innovators dna essay example

[Business](#), [Company](#)



Nothing beats innovation. While an increasing number of companies try and bring down their costs by selling more of the same old, the real market leaders have established whole new niches from themselves by simply innovating. One great example of the impact innovation has is the tech giant Apple. Popular for its Mac computers, Apple gate crashed cell phone giant Nokia's party by launching the first Iphone back in 2007. The Iphone was unlike any other phone the world had seen before, and had innovation oozing from each and every corner of its beautiful metal design.

I believe that if my twin discusses the business-venture with a host of other parties, then he certainly will have the upper hand when it comes to having the basics covered. Talking to start ups for instance, will teach my twin brother about all the little details that have to be looked at before a start up can be made ready for prime time. Similarly, talking to an engineer, specifically if the innovation or business idea is related to engineering, will grant my twin the upper hand in terms of product specifications and the resources needed to create it. Moreover, having a prototype is a huge advantage as well. Today, many businesses create prototypes and test them endlessly to ensure that when the product does launch into the markets, it is in the best possible state to attract customers, and that all of its flaws have been ironed out. Testing ideas and scrutinizing them in detail is again, beneficial, as it will allow my brother to make the most out of the resources at hand. However, while all of these activities will hand my brother the advantage when it comes to creating a product that is suitable for the real world, there is no guaranteeing that he will come up with a more innovative product. I believe that innovative ideas come from within, and no amount of

testing can lead to the creation of an innovative idea. For instance, when Apple first launched the Iphone, the world had not seen a product like it before, so Apple did not really have the chance to talk to start ups or other companies who had similar ideas. Having said that though, discussing the innovation with others is certainly going to hand my brother an advantage as it will ensure that the product created is feasible for real world usage. The costs will be cut down, and there will be an overall sense of sustainability to the whole creation.

An example of another great innovation is Toyota's Hybrid vehicle, the Prius. The Prius put fuel economy ahead of everything else, and its electric motor combined with a traditional gasoline engine ensured that people could move their families without having to worry about petrol prices. Toyota put a lot of research into the Prius, and the results showed. The Prius became an overnight success, and is currently, the world's most popular hybrid vehicle. However, Toyota could certainly have made the Prius better looking and a little less boring to drive. These are the two complaints that are levied against the car the most. Other than that, the development process behind the Prius was great, as it ensured that not only did Toyota create a vehicle that was economical, but also very reliable.