

3 risks of innovation

When we decide to launch an innovation, we must evaluate potential risks, asking the right questions and proposing corrective actions to minimize them.

Market risk

If the innovation that you launch aims to develop a new way to reach customers with a particular offer, the question that arises:

Will the market accept it?.

Technological Risk

if the innovation is to launch a new product / service based on a technological breakthrough, the question arises:

Will it work ?.

Company Risk

Lack of experience in project development, lack of experience in research, inexperience working in uncertain environments, etc.

