

A rooster with dark brown feathers and a red comb is shown from the side, holding a large, vintage-style metal megaphone in its beak. The rooster is standing on one leg, and its other leg is raised, holding the handle of the megaphone. The background is a bright, hazy sky with soft, white clouds. The overall tone is warm and motivational.

Prima di tutto

Phase I points

- What is the change?
your innovation
- What is its chasm
why aren't people doing it
- What are people doing instead?
- Previous attempts at change?
history of the innovation
- Communications Points:
 - NOT a chronology: hook me
 - Headlines, text boxes, bullet points
 - images
 - references / reality
(not just what you think!)



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- Pomelo (or kiwi): healthy, cheap, meal in a fruit, eco (no refrigeration, no package)

- Competing fruits, not available not customary, size and hard to peel

- grapefruit, banana, apple, powerbar...

- Has pomelo made it anywhere new? Why is it grown in CA? Other new fruits

- Picture of pomelo
map of where it is grown / consumed
references on pomelo market
references on other fruit / food rollouts
Pomelo fact box



o consider

ifferentiate between
ations?

eaper rules!
(raft propulsion)

(the too good offering

- Earn style points: think
- Borderline Cases:
 - is tap water disrupt
 - is barefoot running
 - did blackwall tires



A Beachhead Story

thanks to
Alfred Chou

Lunedì 9.02

compiti vocab 11.02

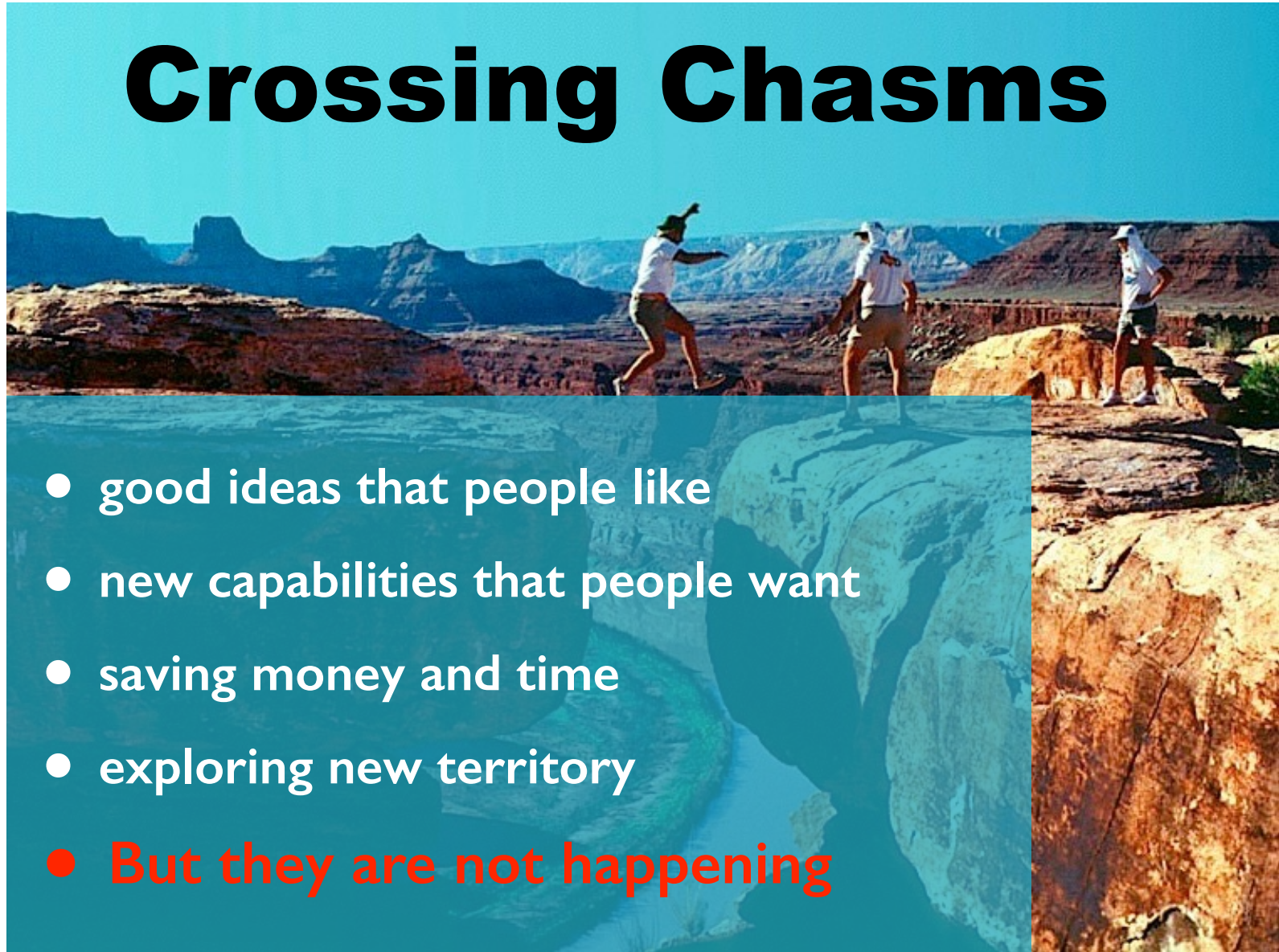
fase-1 al WF 18.02

- Credit cards were first issued by department stores (1920s): Macy's Sears Independent cards like VISA / Mastercard promised to increase use of cards, but those stores would not honor them
- **Diners** beachhead (1951): Restaurants
 - restaurants losing revenue as cash only option
 - => "hungry" for a credit payment method
 - despite surcharge for use of Diners payment
 - replicated in small retailers
 - eventually department stores forced to accept **VISA** and **Master Charge**



Crossing Chasms

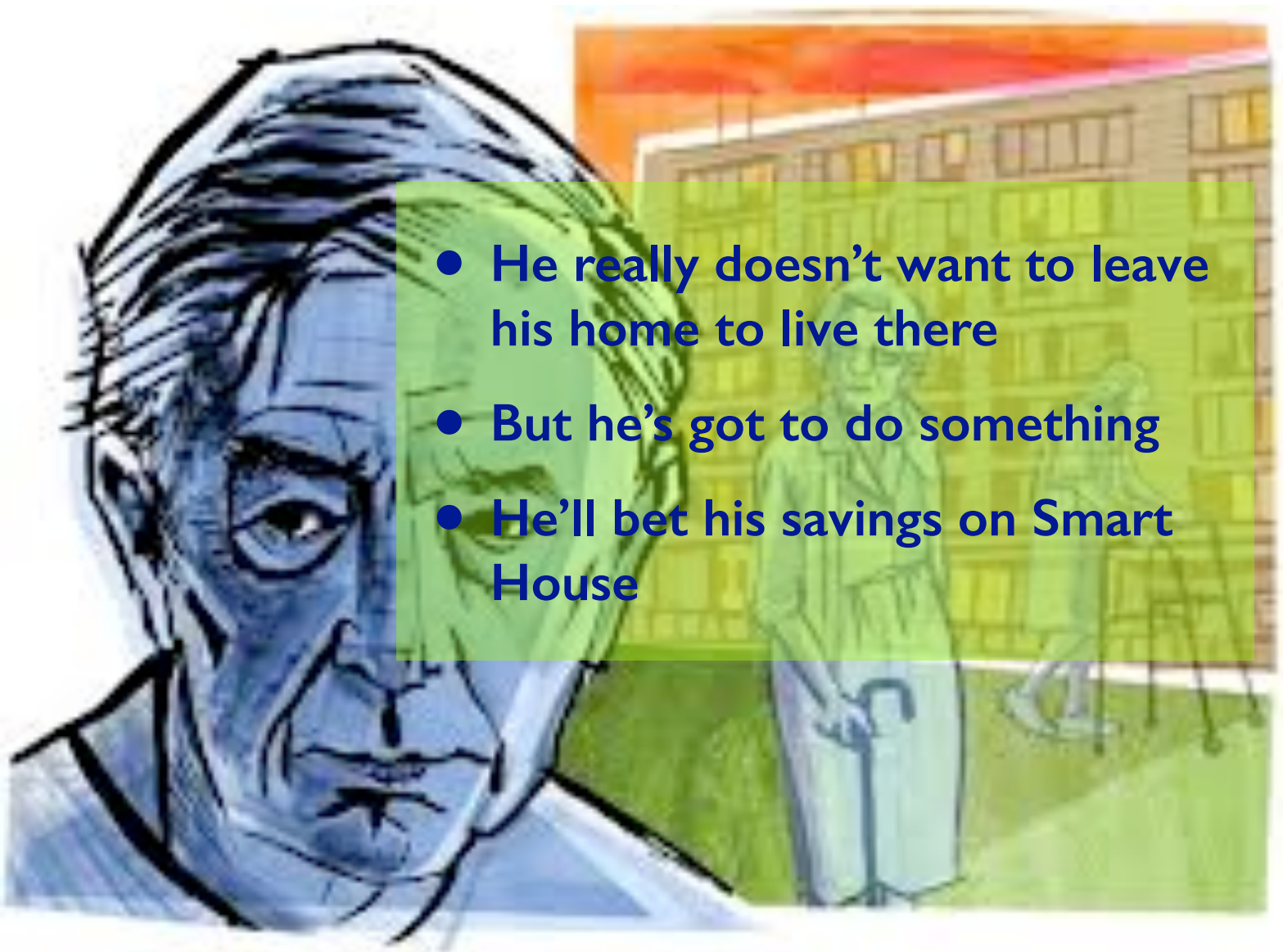
- good ideas that people like
- new capabilities that people want
- saving money and time
- exploring new territory
- **But they are not happening**



We Are Not Alone



- Visa and Mastercard
- Asphalt
- PC, Smartphone, Tablet
- Smart House
- Home photovoltaic Power



- He really doesn't want to leave his home to live there
- But he's got to do something
- He'll bet his savings on Smart House

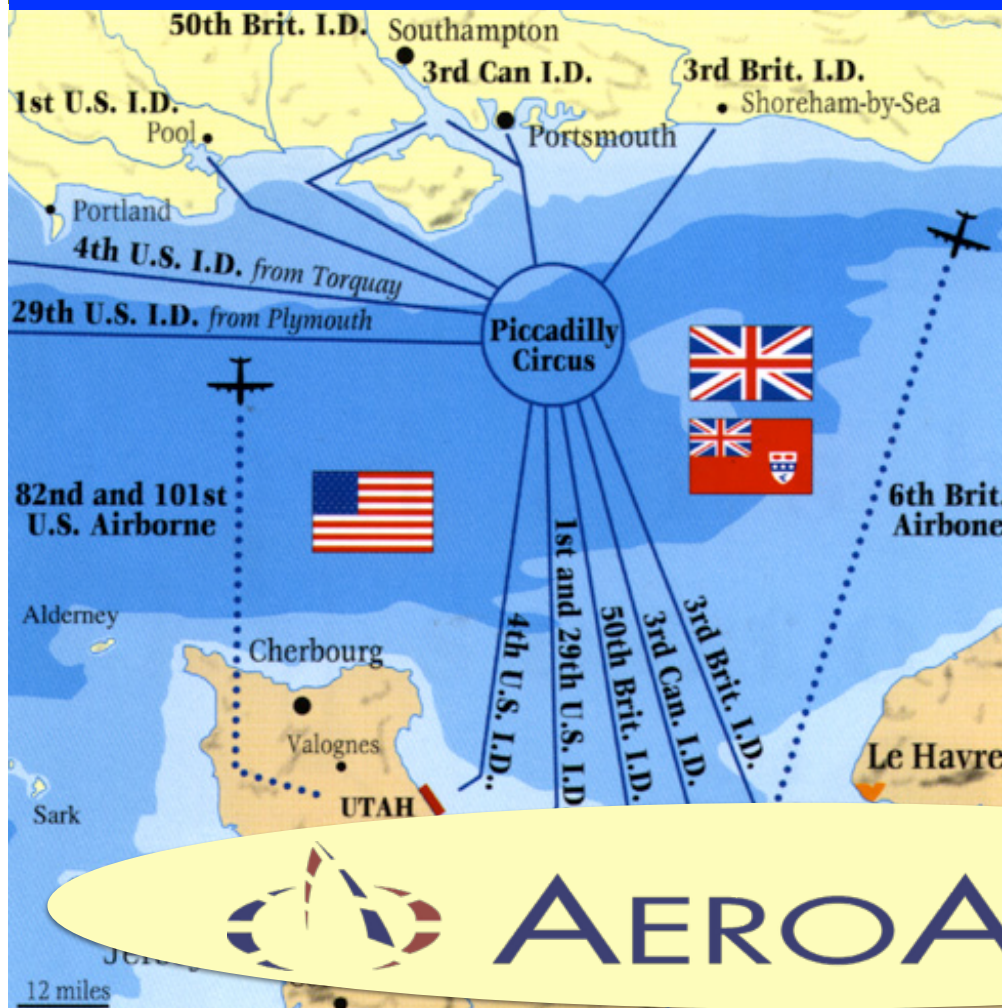
LANL didn't want a cheapsat

- But their alternatives were all worse
- and one success would open a new all lab capability
- they could afford it on R&D
- and hide it politically
- and learn something anyway

LANL bought
a cheapsat



AeroAstro Geography



Beachhead:

PhD's at Los Alamos

France:

PhD's at other labs and universities

Europe:

missions on small budgets

World:

missions on any budget



AEROASTRO

- Recon satellites were early adopters of digital photography
(film retrieval was the alternative)
- The Army was an early adopter of GPS
(helicopters and field soldiers had nothing else)
- Hughes pioneered GEO
(the only viable competitor to transatlantic cable)

**Who will pioneer
space infrastructure**



Space: 0 infrastructure



Earth: infrastructure inescapable



**on earth
infrastructure
is air.**

**in space
no-infrastructure
is air**

seeing air
(that's the hard part)