

Pioneers are brilliant people. They explore uncharted land. They show you wonder but they fail a lot. Half the time the thing doesn't work properly. You wouldn't trust what they build. They create 'crazy' ideas. Most of the time we look at them and go "What?", "I don't understand?" and "Is that magic?". Example: First ever digital computer Z3


Pioneers

Core Research

Settlers take the novel work of Pioneers and turn it into products or rentals

Settlers

Customer Feedback



Settlers are brilliant people. They standardize the custom work and turn it profitable. They listen to customers. They build trust and understanding. They make the possible future actually happen. Example: First computer products such as IBM 650

According to Simon Wardley there are 3 distinct types of **Innovation** and they require different mindsets to succeed. Which people you need, depends on where you are in the product life cycle.

Pioneers build on the services that Town Planners made affordable and reliable

Town Planners commoditize what Settlers made viable

Town Planners

Industrial Research

Town Planners are brilliant people. They take something and industrialise it, taking advantage of economies of scale. They make things faster, better, smaller, more efficient, more economic and good enough. They build the services that pioneers build upon. They take something that exists and turn it into a commodity or utility. They are the industrial giants we depend upon. Example: Amazon Web Services EC2

