



Remember the Golden Innovation Rules

1. Every product turns into a product-service combination. When all products are of excellent quality, only emotion & service will make people wanna pay for a product
2. Innovation is a holistic, user oriented and social operation — not a technological operation. The whole team has to work on it, users should be involved, and don't forget to invite your supply chain and maybe even your competitors as well!

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THE 10 GOLDEN PRODUCT INNOVATION QUESTIONS

So, you want to innovate your product? You want to turn it into a Cloud-product, 2025-proof? OK—destroy your current product and rebuild it from scratch! No matter if the product is small, portable, costs 10 euro and targets consumers, or is large, fixed, costs 1 million dollar and targets big companies. No matter if it is a flower, a printer, soap, a house or a car. Ask yourself these 10 Golden Innovation Questions. Any answer means you have an opportunity for innovation...

1. Does your product still exist in 2025? | Maybe it has been replaced by another product. Maybe it has turned into software. Maybe there is no need for it anymore
2. Can you turn it into a robot? | A robot is a symbol for an intelligent product. An intelligent product can react to its environment, to its users, or to input from a distance. It can prevent repair and repair itself, and the producer can repair it from a distance. An intelligent product has no manual but an embedded interface; a screen guides the user. An intelligent product is like a consultant: it can talk to its user
3. Can you turn it into a green product? | For example, it consumes less energy, it produces energy, or it is made of local raw materials
4. Can you turn it into a 0-product? | For example: 0-poison, 0-transport, 0-energy, 0-waste, 0-maintenance, 0-manual, 0-paper. 0-paper means that all paper & paper transactions are eliminated from the production- and consumption process ('produce / maintain / recycle / innovate' & 'search / pay / use / recycle')
5. Can you create a new shape? | For example: a mobile, mini or supereasy version. Or 3D in stead of 2D. Or a household version in stead of a professional version
6. Can you turn it into a personalized product? | A personalized product is especially configured for its user
7. Can users 'print' the product? | 3D Product printers have entered the factory, the office and the home
8. Can users buy or hire the product? | For example: can users hire it for just a moment, or for 1 assignment only?
9. Can you turn it into a social & transparent product? | For example: the product has embedded user services. Or users can share it with other people. Or users can (co)develop new versions
10. Can you turn it into an emotional product? | For example: it evokes emotions. Or it is age sensitive. Or it has a fair trade / green / community message