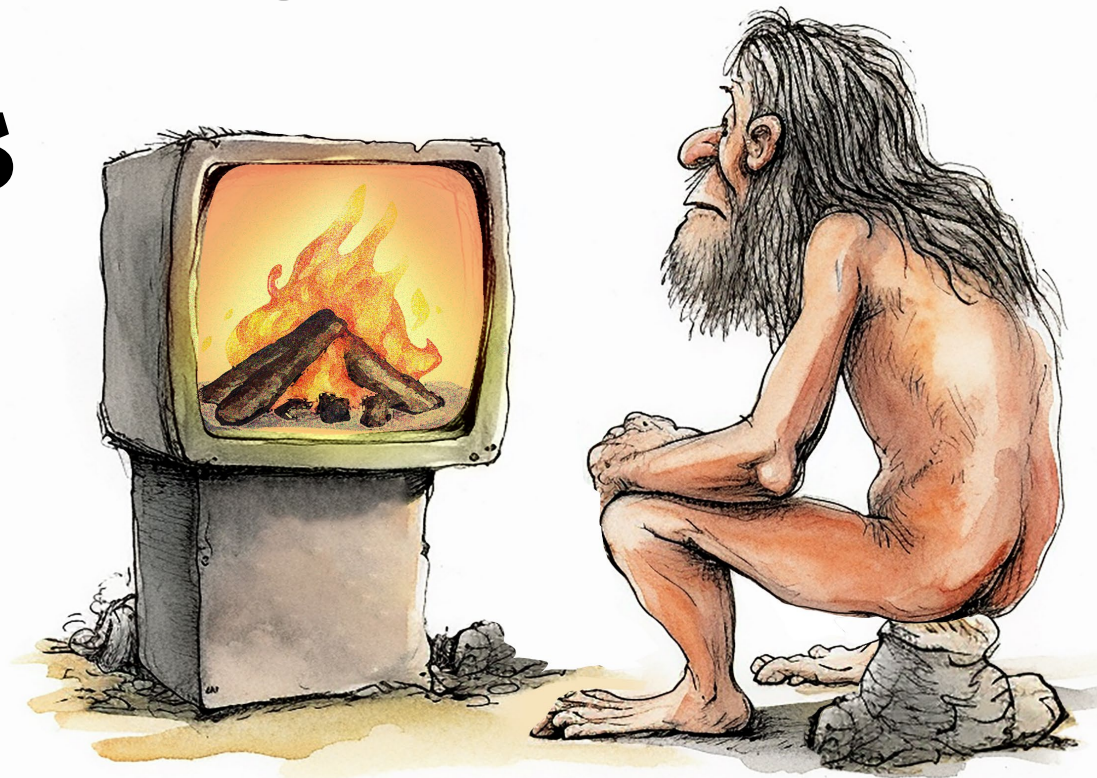# Innovation for beginners

Or why innovation
is essential

for 9 to 99 years old

by cre·ax

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Chapter 1 :
Everything changes

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Do you remember the feeling you get when you get a new toy?
At first, you're really excited about it, and you play with it every day. But eventually, you get bored, and you want something new. That's how it is with technology too. No matter how long you must wait, one day something new and better comes along.

Do you know what a floppy disk is? It was a very handy thing that people used to store their computer stuff. But then came along something shinier and round called a CD-ROM, and people started using that instead.

This is what innovation is all about.
Thinking about what might come next and then make it happen.

Do you know what a floppy disk is?

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Imagine a fancy new toy that becomes so popular, no one wants to play with the old ones. This is a bit like 'disruptive technology' - a new invention that takes the place of an old one super quickly! This can be exciting but sometimes, it might make things tough for the ones who made or still use the old stuff. They might even have to stop making those old things.

We certainly do not want that to happen, right?

So, it's important to always learn about new things and keep looking around for anyone who might make something better.

But guess what? It's not always easy to see who or what that might be!

Many kids nowadays prefer iPads to traditional toys.

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Need more examples? Ok, let's imagine this.

In some super-big cities, there are houses that don't have kitchens! People get prepared meals delivered by companies like Deliveroo. This saves them space, time, and sometimes even money! So, instead of having a kitchen and cooking, they just wait for the doorbell to ring.

Here is another one? Have you seen the amazing electrified Bird steps? They are the newest way for people to get around, especially for those going to work or school! So, forget about heavy folding bikes, you can simply ride one of these Bird scooters to where you need to go in a jiffy! And the best part is, you can just leave it when you're finished.
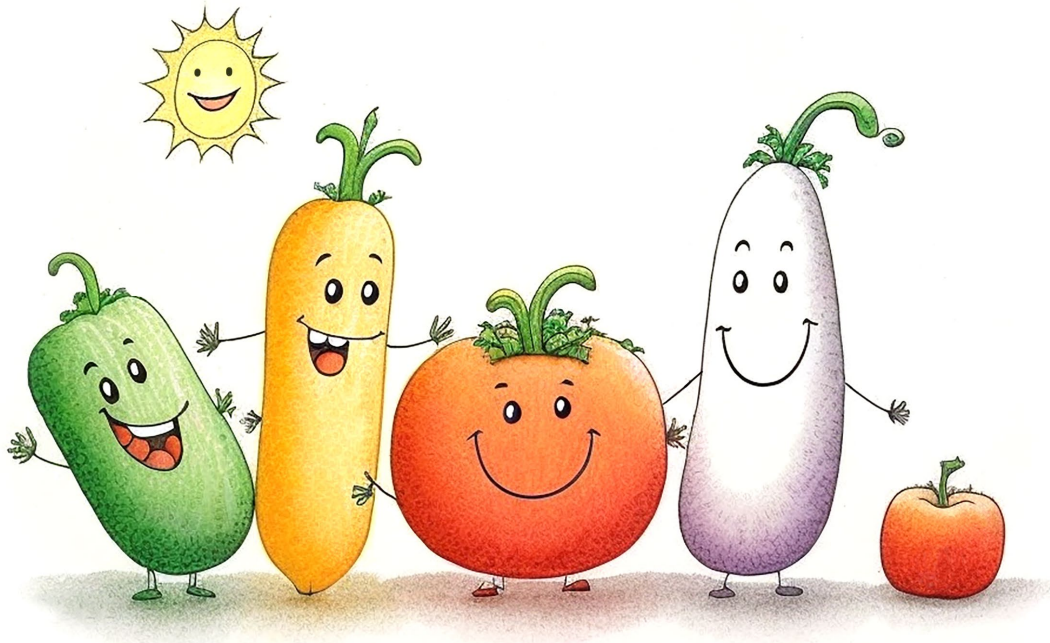
Technology, really changes how we live our lives!

Everything can now be ordered and delivered to your door.

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In the future, we will eat a lot more vegetables

Of course, not only technology is changing, but people are changing too.

It's therefore also important to pay attention to what people want so you can make sure you are selling the things people want to buy.

It's not that hard to imagine that within the next 20 years, many people will eat less meat and not drink as much alcohol. This is something that is already starting to happen. Overall people are starting to care more about their health but also about how their actions and behavior can affect the planet. Companies that don't pay attention to these changes in society won't do very well in the future.

So it also works the other way around: People change technology too!

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Just like your parents can tell you what to do, the government can decide what is allowed and what is not allowed.

The government makes the rules and sometimes they even stop us from doing certain things.

Governments are big thinkers! They make plans for our future, so it's really important to know about these plans.

If we understand what the government plans to do, it can help us see what the future might look like!

It is best to be on the Government's good side.

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Chapter 2 :
You have to change too

Thinking about the future can feel like standing in a candy store full of yummy treats. What to pick? With so many choices and only a few pennies to spend, it's certainly not easy!

Just like picking candies, figuring out what to invent next can be tricky. A good starting point is finding the most important problems, so we can then figure later how to fix them.

But how do we identify these 'most important' problems?

Too many choices can be a bad thing

Think about a time when you had a headache. Sure, you can take medicine to make it feel better, but will that tell you why you got the headache in the first place? To do that, you've got to play detective and figure out why it happened. Maybe it's because you didn't get enough sleep, or you had too much schoolwork. Once you know what's causing it, you can find a way to fix it.

This is just like dealing with problems. It's equally important to track down what set off the problem or the so-called root cause, or the real, underlying, problem.

A good diagnosis can make all the difference

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Finding the real problem can be like solving a big jigsaw puzzle.

It might seem really tricky at first.

But did you know, a good place to start is with one single piece? Just like a puzzle, we can break our big problem into smaller parts.

We then think about how each tiny part fits into the grand scheme of things. We just need to keep an eye out for matching pieces and connections.

Starting the puzzle is often the hardest part

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A great place to start is to make a list of all the problems you can think of. Then, think hard about why each one is happening. You might discover that some problems are chained together. One problem might be causing another one to pop up. If you keep looking at how each one relates to the others, you can figure out the main root cause. And guess what? If we can fix that big root cause, we end up fixing the other problems too!

When you're all done, you should have a neat picture of what's going on and a list of problems to tackle. There could be just one problem or a whole bunch of them.
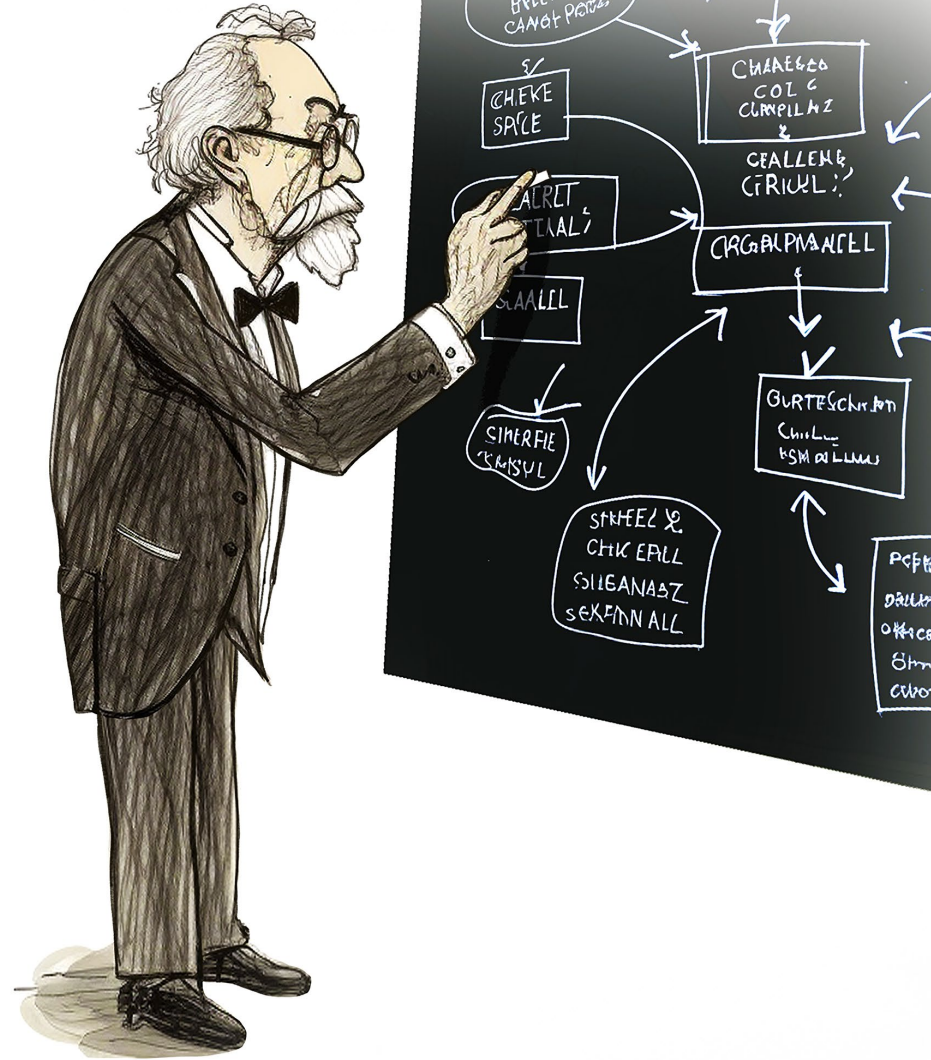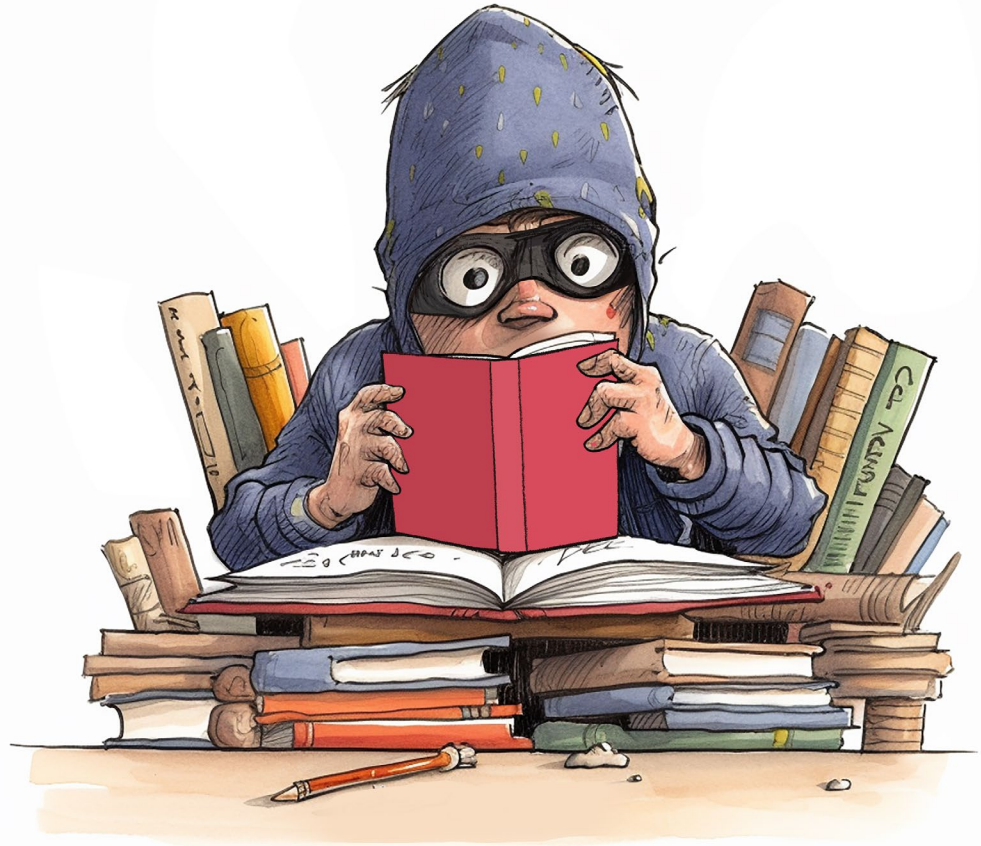
Do the homework

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Chapter 3 :
Learn to steal

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Now that we have identified the problem, it's time to find a solution! The good news is that we don't have to start from scratch.

Many problems have already been solved by someone else, so we don't always need to try and create a new solution.

Let's Re-search instead of Re-invent.

This is called cross industry research.

The best part is that these solutions are proven to work and using them can save us a lot of time!

Do the Re-search

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Cross-industry learning has another advantage: Having many ideas that come from different places.

You may have learned in school that only one solution is possible for a problem, but that's not true!

There can be multiple solutions to one problem.

And it can be hard to pick only one....

What is the best solution ?

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Let's explore some examples that can help illustrate the concept of cross-industry learning:

Did you know that the idea of drive-through restaurants, like McDonald's, was inspired by the speedy pit-stop techniques used in Formula 1 racing,

A car bumper can be made from the same material as a bicycle helmet.

Shock dampener principles and materials can help shoe designers think up better shoes.

And what can lawn mower manufacturers learn from a razor?

Hamburger assembly line

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The key to quickly coming up with unique ideas is to ask yourself,

" What does my product have to do? "

" Can I think of any products that does a similar thing? "

By looking for solutions and ideas in different industries, you can become more creative and come up with ideas faster.

It almost feels like magic.

Everything is possible

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Cross-industry thinking also works the other way around, to find a problem for a solution.

For example, manufacturers of car transmissions are having a hard time because electric cars don't need them. So, they need to think of a new use for their products.

Windmills seem to be an excellent application where transmission manufacturers can help with their knowledge and products.

It's a bit funny since it's the energy transition that caused all the trouble for them in the first place!

*Windmills need transmissions and who knows how to build them?*

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Here are some more tips to unleash your inner inventor

The simplest solution is often the best one! It doesn't need to be complicated or have lots of fancy parts. A simple solution is usually less expensive and works reliably.

It is also important not to copy what everyone else is doing.
Use the skills, strengths, and resources you have. Come up with something that only you can provide. That way you'll be sure to stand out from the competition!
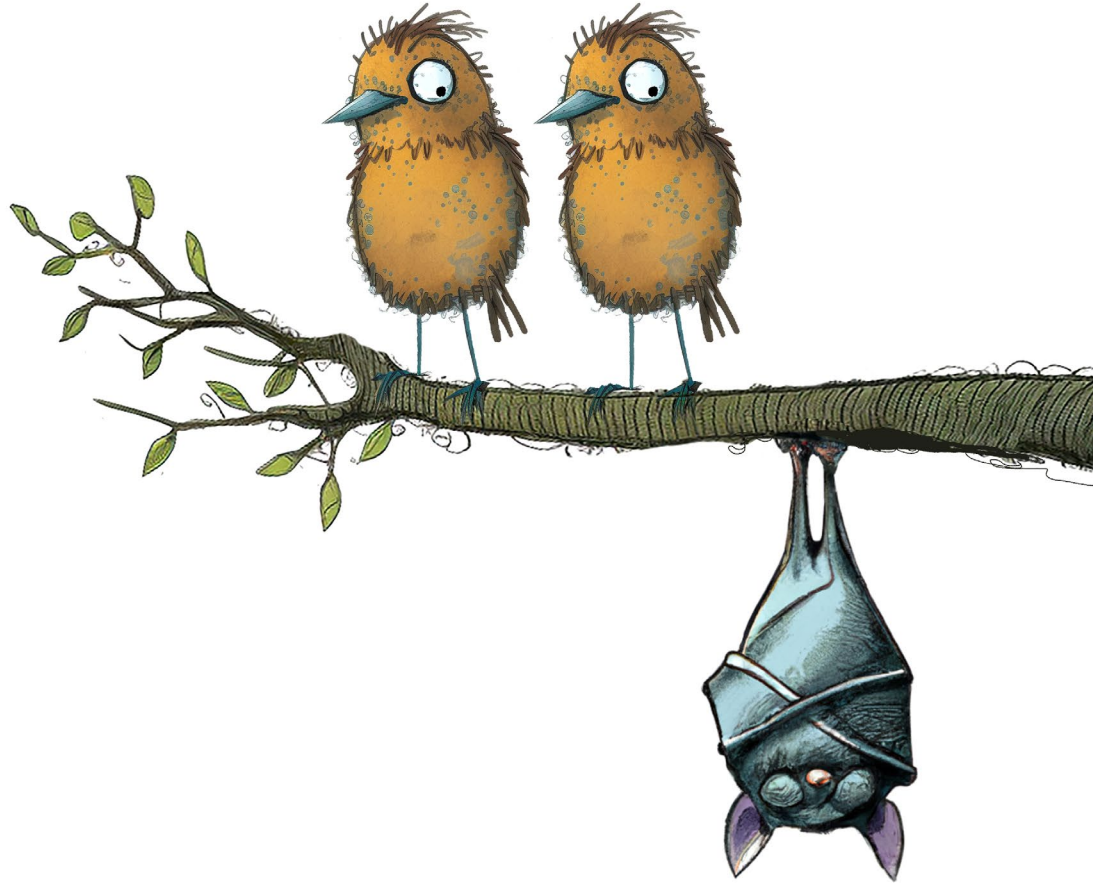
It's often better to be a bit different

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Chapter 4 :
Let it grow

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It's important to remember that even after all the hard work and planning, your solution won't be perfect.

Even the first iPhone had flaws when it first came out, and Space X had to go through a lot of trial and error before they could make a reusable space rocket and the pictures of the first digital camera were of laughable quality.

So don't expect your solution to be a success right away. Just like children, ideas need time to grow and develop. It will take time, effort, and money to make your solution the best it can be. Work on the problems that come up and use them to make your solution even better!

You don't send babies into space, right?

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So, remember,

Innovation is key to keeping up with the ever-changing world.

First, find the right problem to solve

A great way to come up with new solutions is to look at how other people have solved similar problems.

It is important to choose a solution that matches your skills.

Although you may find a good solution, it may not be perfect. Rinse and repeat. No solution is perfect from the start.

You might not be successful from the start

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At Creax, we combine our analytical skills with creative energy to come up with innovative solutions. No matter what your challenge is, we provide help in one or more stages of your innovation process. Our team can help you detect growth opportunities, draft your product portfolio , or find new applications for existing products and materials.

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