## Idea to Reality 8 Stage Model

Scientific Innovation Ideas, Methodologies, Market Ready, Customers, Initial Seed Idea or Theory, Experience, Skills, Talents, Actions, Decisions, Outputs, Testing, Prototypes Users, Cost/Price, Competitors, Intent, Strategy, Goals, Never Right First Time, Derived Results, Shortfalls, Assumptions, Risks, Benefit Realisation, Value Add, Planning, Analysis, Modelling Needs, Critical Thinking, Opportunities, Learning, Re-evaluation Support, Feedback, Distribution Applied Research, Sponsor Optimisation & Adjustment VALLEY OF DEATH **IDEA OR** MARKET REAL WORLD THEORY DEVELOPMENT BOUNDARIES **HUMAN EMOTIONS** & CONSTRAINTS **ENVIRONMENT** REALITY ADOPTION Mindsets, Emotional Intelligence, Funding, Contracts, Time, Core Business, Expectation Management, Willpower, Organisation, Culture, Facilities, Self-Interests, Corporate Interests, Leadership, Motivation, Drive, Negotiation, Brokering, Compromise, Resources, Commitment, Attitude to Failure, Resilience Technology Adoption Lifecycle, Politics, External Influences Knowledge, Risk Appetite, Failure of Reason or Common Sense, Approach to Problem Solving, Demographics, Psychology, Personal Agendas, Blindspots, Fear, Staff Moral, Talent Management Perceptions, Lifestyles, GDP

Stupidity, Boredom, Doubt, Frustration

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