



Interreg
Mediterranean

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odeon
Open Data for European Open iNnovation

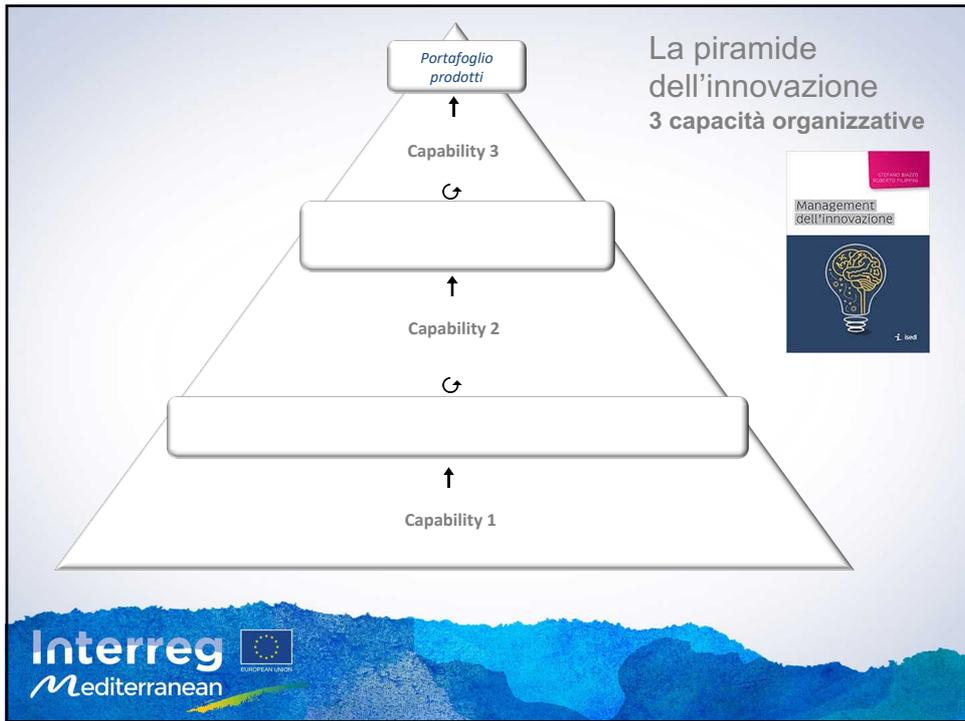
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Sostenibilità strutturale dell'innovazione

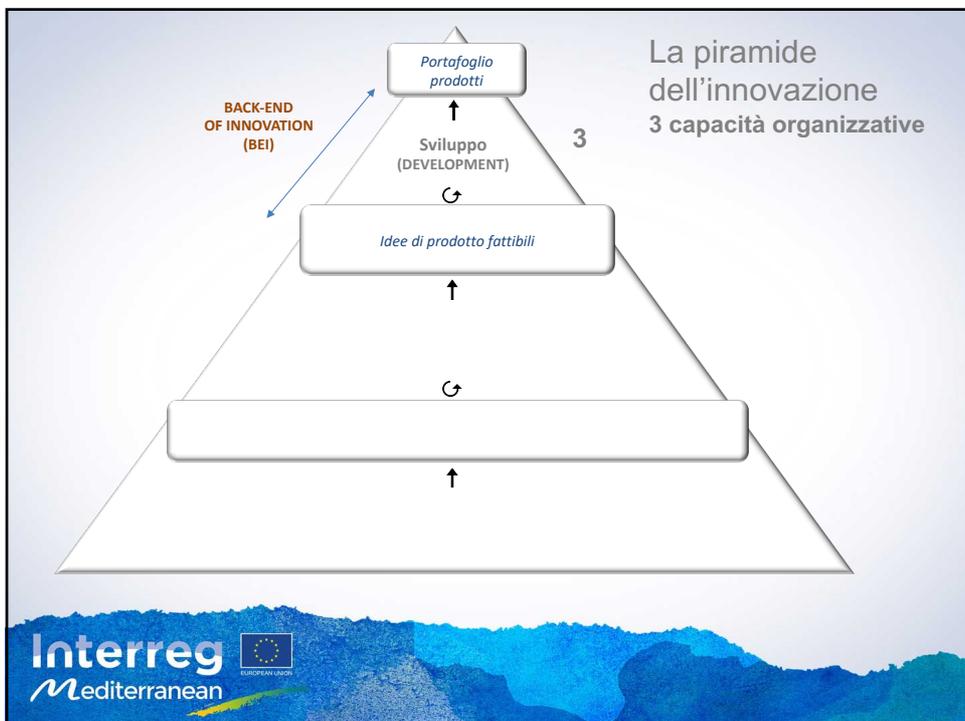
Problema della «scalabilità» ... non solo del modello di business



2



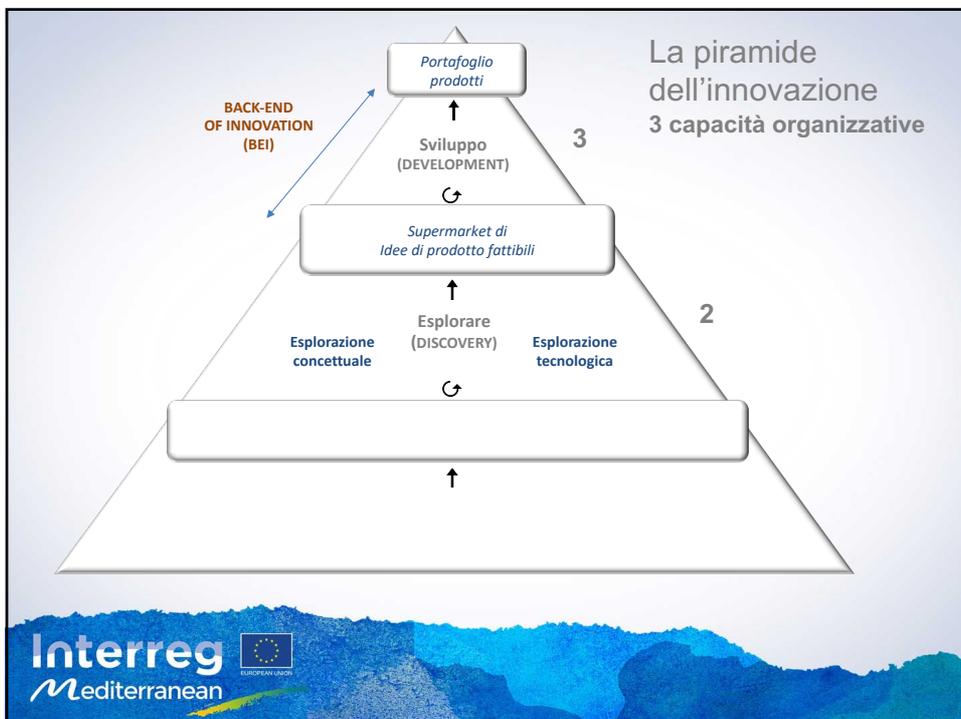
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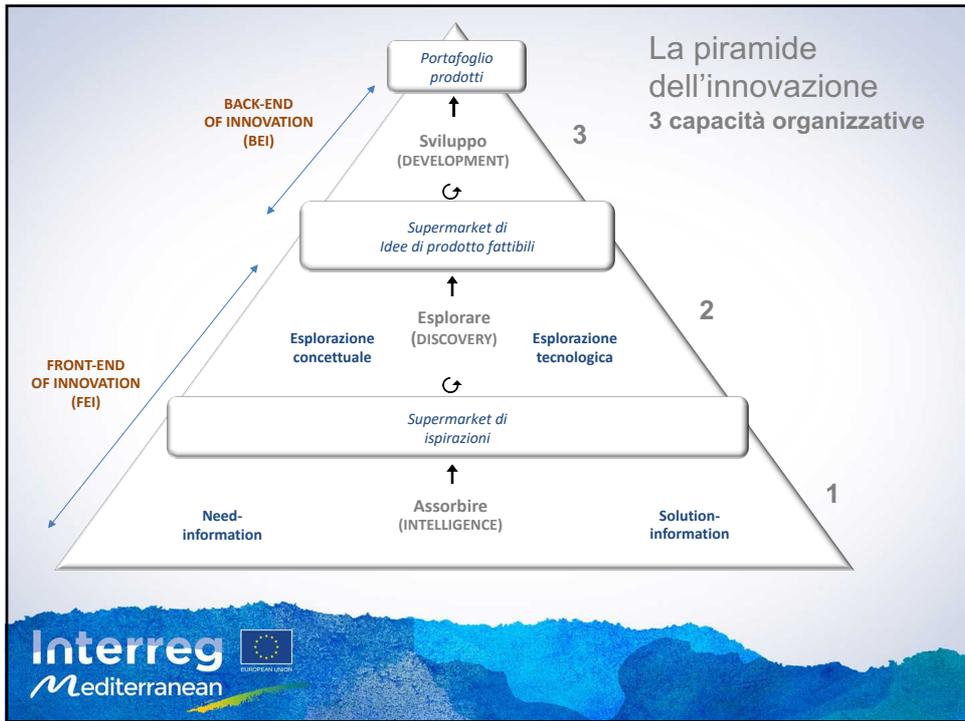
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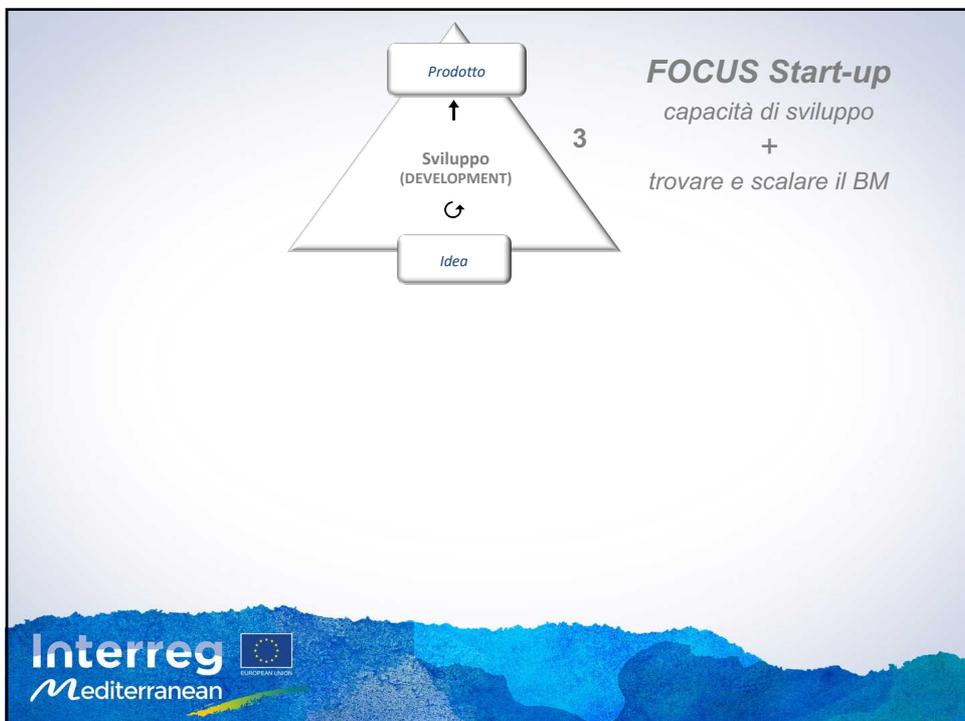
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Quick, Responsive Development

In contrast to traditional product development, in which each stage occurs in linear order and lasts for months, agile development builds products in short, repeated cycles. A start-up produces a "minimum viable product"—containing only critical features—gathers feedback on it from customers, and then starts over with a revised minimum viable product.

THE LEAN STARTUP
Eric RIES

Why the Lean Start-Up Changes Everything

by *Steve Blank* (???)

May 2013 Harvard Business Review

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(abisso, baratro)
THE CHASM

Early Market

The chasm is created because the needs and perspectives of the early adopters and early majority are very different and the pragmatists are not satisfied with references from visionaries but want them from other pragmatists.

Non tutti i clienti sono... *Earlyvangelist*

Mainstream Market

Innovators 2.5%	Early Adopters 13.5%	Early Majority 34%	Late Majority 34%	Laggards 16%
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People Who Want Newest Things

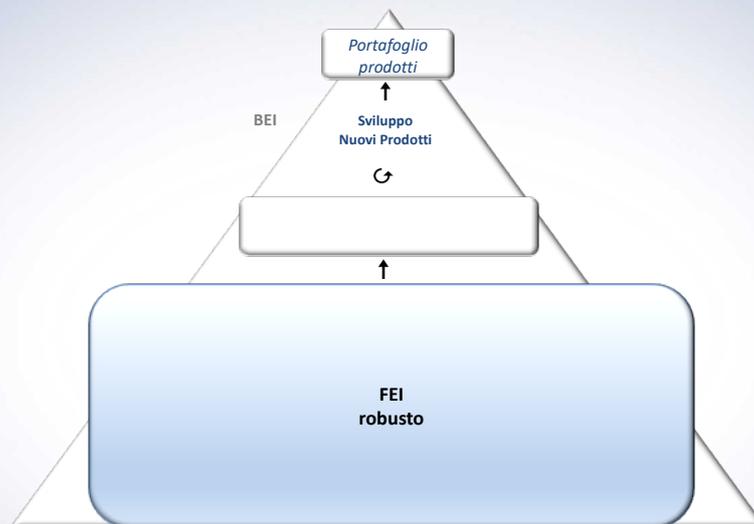
People Who Want Complete Solutions and Convenience

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Per attraversare il baratro è necessario ...
«scalare il development»
e sviluppare le *capability* 1 & 2 (FEI)



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