

Thinking Straight in a Non-linear World



Brainovation

Innovation & Expertise Advice to Grow your Business

111th Edition November 2016

To our new readers, welcome to Brainovation®!
And to our returning readers, welcome back.



As always, I look forward to continue to share insights into global developments in the Innovation and Expertise fields - and how they can work in and improve your business. This month I comment on the commercialization of innovation and point to a case study of a Swedish infrastructure technology start-up. Is your organization trying to commercialize innovation? Share your thoughts on my blog, the Brainovation Twitter feed, Facebook page, or by email.

Our contact information is at the bottom, as well as reprint permissions. Also included is a brief taste of what you can expect in upcoming issues. And remember, "In knowledge organizations, learning is work, thinking is doing"

Anders Hemre

Down the drain: An innovative way of re-piping Europe

Many European cities are struggling with basic infrastructure in need of repair or replacement. This creates innovation opportunities. Ideas and prototypes identify solutions. However, these don't become actual innovations until adopted in the marketplace. As always, bringing new products and technologies to market requires careful planning, good timing and a skillful execution.

Commercializing product innovations can be done in different ways such as direct sales, through distributors or by way of licensing. Entering a new market with a new technology requires particular attention. This study of Swedish technology entrepreneur Repiper illustrates the challenge involved in the firm's attempt to enter the Italian market. It's an interesting and well written paper, which also includes general practice theory as well as a description of the innovative Repiper® technology used in renovating drain pipes – a common challenge associated with aging buildings:

[Commercialization Strategies in an Innovative Technology Start-up](#)

In the Previous Issue

In case you missed the October issue, here it is again:

[Entrepreneurial Canada – trying hard north of the border](#)

In Upcoming Issues

Planned features for future issues of our newsletter include conversations with leading management gurus, interviews with international technology management executives as well as more readers' spotlights.



If you have feedback or questions about Brainovation, please contact me by email or through my twitter feed [@geoffdahl](#)

[Geoff Dahl](#)
Brainovation editor

Guru Interviews



Since our inception, sharing management and technology insights from around the world has been a focus of Brainovation. Now we give you the chance to enjoy all our previous guru interviews in one document.

[What the Gurus Say: Brainovation® Interviews 2007-2016](#) (PDF)

Article and Newsletter Reprint Permission

If you would like to reprint this article in your newspaper, magazine, ezine or company newsletter, contact [the editor](#).

© Anders Hemre

ahemre@interknowledgetech.com
Phone: +46 763264773

Disclosures

Brainovation® is a trademark registered with the Canadian Intellectual Property Office by the editor of this newsletter, currently with an exclusive right-to-use granted to Anders Hemre.

Anders Hemre | Styrfarten 2C | 417 64 Gothenburg | Sweden