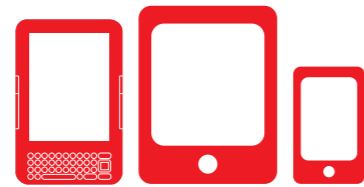
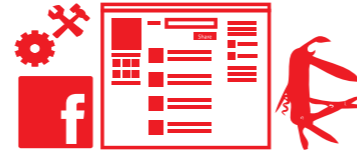


Technological Innovation as Knowledge Creation Process

From SECI model of knowledge creation
Ikujiro Nonaka (1995)

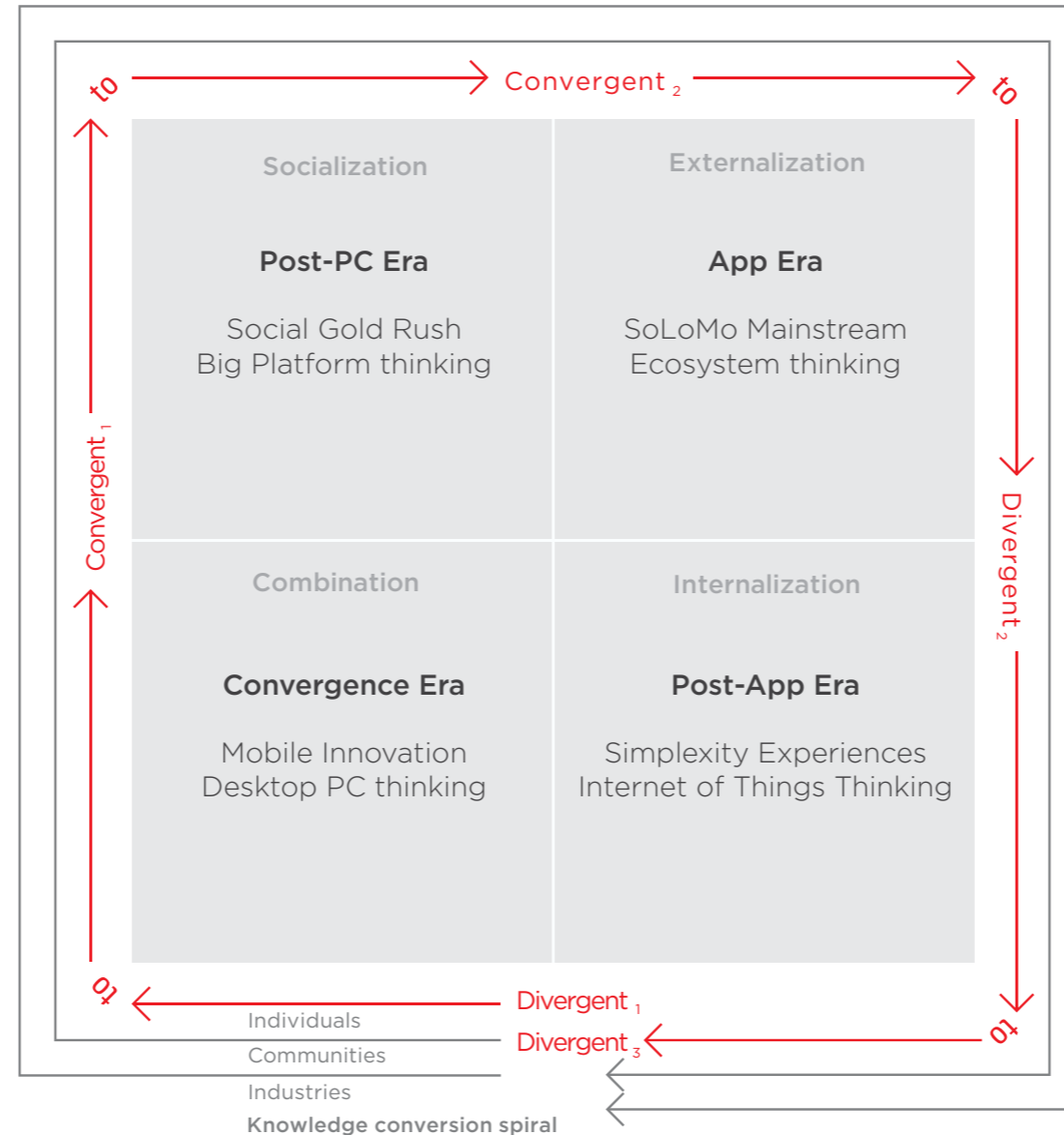
Peak Convergence (2010-2011)

“One platform to rule them all” and benefit from scale and network effects. Building additional functionality and features to lock users in, keep them on-site and boost advertising revenue.



iKindle Device Disruption (2007-2010)

Combining previous functionalities not just as a stand-alone product but a service ecology that reduces the previous multi-device, multi-business friction. Easy beats better everytime.



Post-Convergence (2012-2014)

Distributing parts of a platform via increasingly specialised Apps. An engagement Castle & Moat strategy protecting the incumbent core business, usability, user growth and the innovation pipeline.



Dedicated Devices (2000-2006)

Digital innovations adding incremental value to familiar individual tools. Manufactured by established organisations as extension strategies and first-mover innovators aiming at early adopters.



Neo-Dedicated Devices (2014-?)

Ubiquitous computing and low cost sensors rely on the cloud and personal mobile hubs to provide “big data” intelligence and personalised insights. Success driven by fashionability or invisibility.