

TREND TO INNOVATION CHALLENGE

Trend to Innovation Challenge

Time: 20 minutes

Objective

Use a **current trend** to generate a new business idea, classify the type of innovation, and briefly explain its uniqueness.

Instructions

1. **Pick a Trend**

Choose one from the list below (or identify one you notice around you):

- Wearables
- Green / Sustainability
- Health & Wellness
- Mobile Tech
- Smart Devices
- E-commerce
- Maker Movement

2. **Generate a Business Idea**

Brainstorm a new product or service based on the trend.

- Example: “Smart socks that monitor posture” (wearable + health trends).

3. **Classify the Innovation**

Answer these questions:

- Is it a **breakthrough, technological, or ordinary** innovation?
- Is it **continuous, dynamically continuous, or discontinuous** innovation?
- What makes it **unique**?

4. **Mini Pitch (8 minutes total)**

Each group will share their idea in **under 1 minute**, covering:

- The **trend**
- The **product/service**
- What makes it **new**
- The **innovation classifications** (both types)

Example Response

- **Trend:** Health & Wellness
- **Idea:** A water bottle that scans hydration levels using saliva swabs on the cap
- **Innovation Type:** Technological + Dynamically Continuous
- **Uniqueness:** Uses personalized bio-feedback to adjust hydration goals

