

FROM FLOP TO FAME

CORPORATE INNOVATION CASE STUDY

From Flop to Fame – Corporate Innovation Case Study

Purpose

This assignment explores how companies have responded to product failures by innovating and creating successful products that captured the market. You will learn how failure can serve as a stepping stone to innovation and long-term success.

Assignment Requirements

1. Select a Company & Products

Choose one company that had a **failed product (flop)** but later created an **innovative, market-changing success**.

Examples (you may choose one or propose your own with approval):

- Apple – Newton PDA (flop) → iPhone (game-changer)
- Netflix – DVD rental competition struggles → Streaming & Originals
- Nintendo – Virtual Boy (flop) → Wii (innovation hit)
- Amazon – Fire Phone (flop) → Alexa/Echo (innovation success)
- Ford – Edsel (flop) → Mustang (iconic success)
- Coca-Cola – New Coke (flop) → Coca-Cola Classic & later innovations
- Samsung – Galaxy Note 7 battery fires (flop) → Galaxy Fold & S-series reinvention
- Dyson – Early failed prototypes → Bagless vacuum innovation
- LEGO – Near bankruptcy (flops like Galidor) → LEGO Star Wars & LEGO Ideas turnaround
- Sony – Betamax (flop) → PlayStation (massive success)
- PepsiCo – Crystal Pepsi (flop) → Pepsi Max / Mountain Dew innovations
- Microsoft – Zune (flop) → Xbox & Surface line successes
- Tesla – Roadster delays/flops → Model S/3/Y leadership
- Polaroid/Kodak – Film decline → Digital printing / instant camera comeback
- Disney – Treasure Planet (flop) → Frozen & Marvel acquisitions

2. Research & Analyze

Prepare a **short presentation (3–5 minutes)** covering:

- The failed product: What went wrong?
- The innovative product: What made it succeed?
- Lessons learned: How did the company adapt from failure to success?

3. Presentation

- Deliver a 3–5 minute presentation in class.
- Use at least **1 visual aid** (PowerPoint, infographic, or poster).

4. Recap & Reflection

After presentations, we will hold a **5–10 minute class discussion** on:

- What common themes did we notice?
- How do companies leverage failure to drive innovation?
- Which turnaround story impressed you most, and why?

✔ Grading Rubric (20 points total)

- **Depth of Analysis (8 pts):** Clear explanation of both flop and success, with insight into why each happened.
- **Connection to Innovation (5 pts):** Shows how the company used failure to fuel innovation.
- **Presentation Quality (5 pts):** Clear, organized, engaging, within time limit.
- **Visual Aid (2 pts):** Effective use of a chart, slide, or graphic to support presentation.