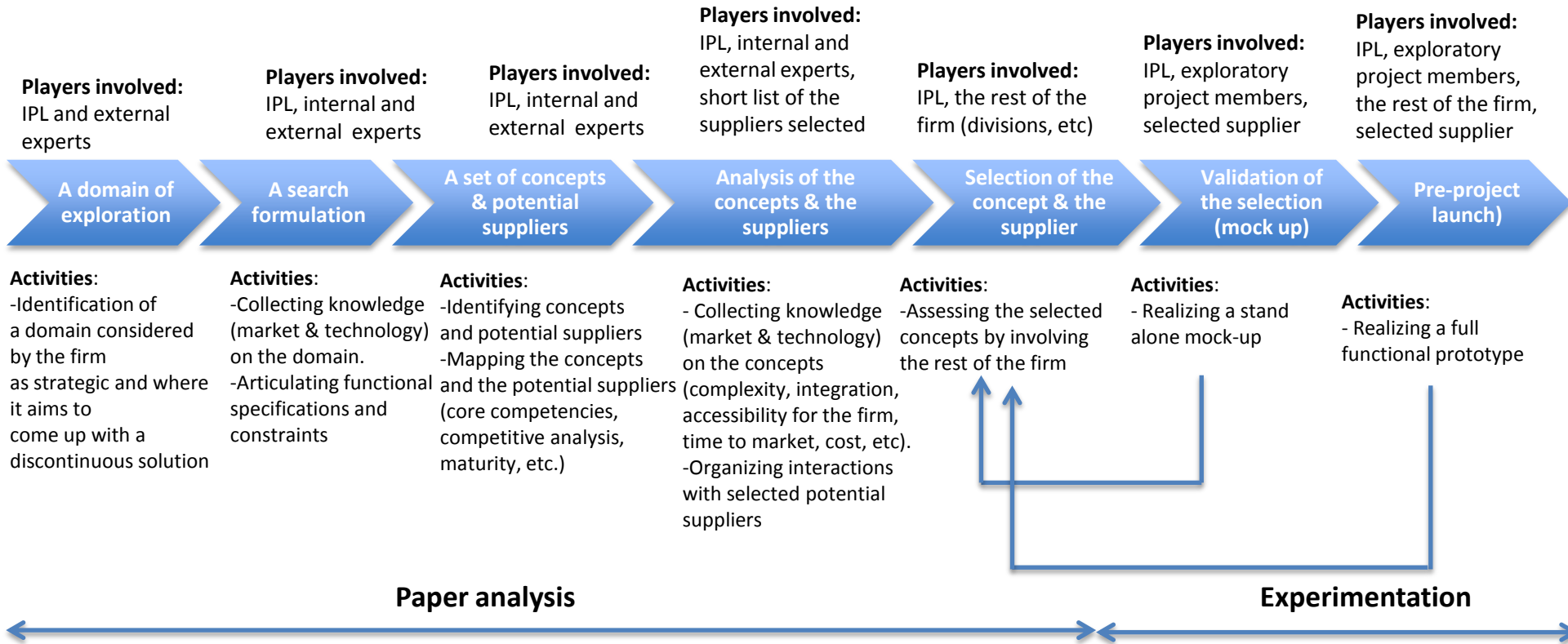
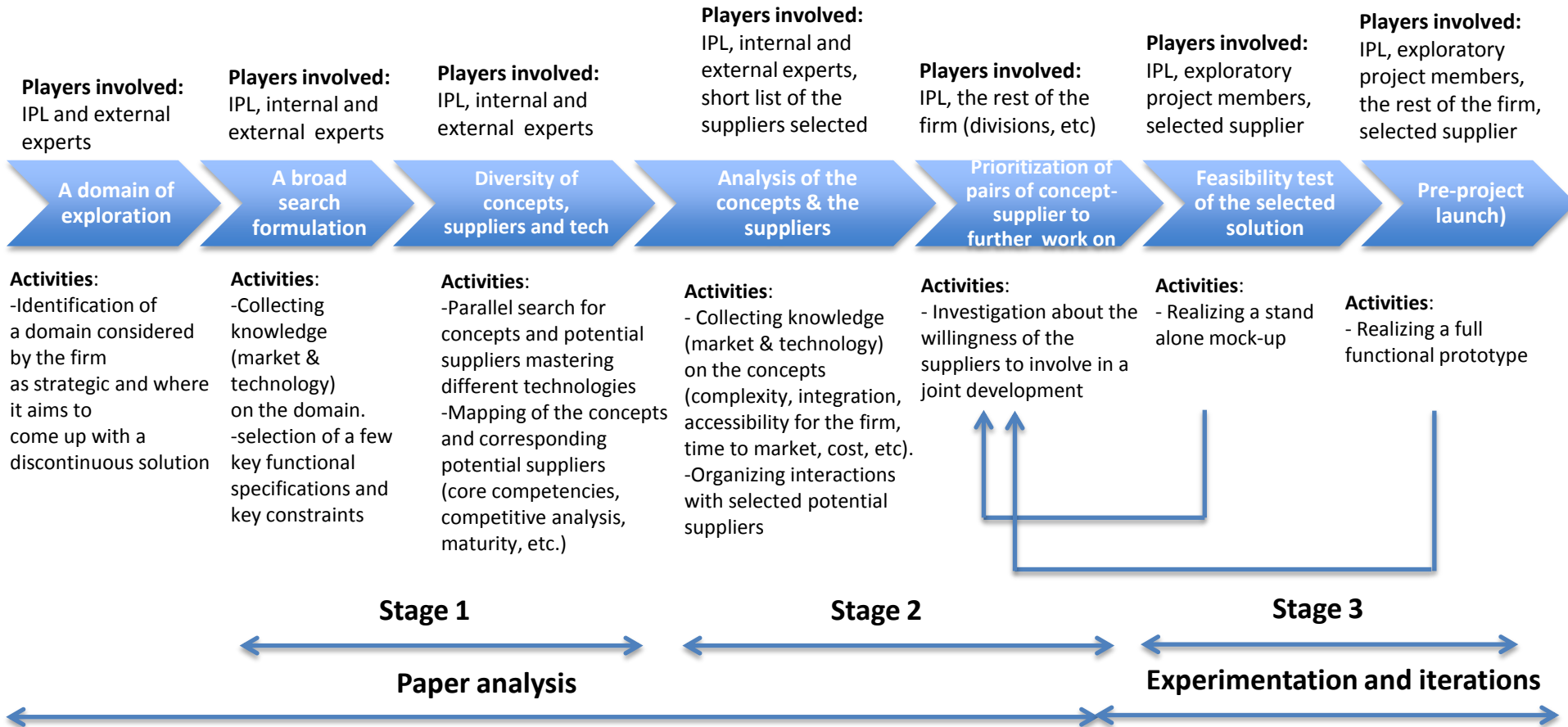


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To what extent fig 1 is specific to a DI with Distant suppliers ? The steps that make the difference

Discontinuous innovation

- **Step 1** : the strategic intent is to develop a DI
- **Step 2**: because it is a DI, the firm does not have previous knowledge on the domain or the concept to be developed. Therefore, collecting data (techno & market) is crucial. For the same reasons, the firm is not able to articulate technical specifications but functional ones and the main constraints to consider.
- **Step 4**: because the concepts are new for the firm, collecting knowledge on the concepts (complexity, integration, accessibility for the firm, time to market, cost, etc) is crucial
- **Step 5**: because the concepts are new for the firm, their assessment requires the involvement of a diversified team within the firm rather than an identified player as for incremental innovation
- **Step 6**: For an incremental innovation a stand alone mock-up is not required.

Distant suppliers

- **Step 3**: because the potential suppliers are unknown (distant), collecting knowledge about them (core competencies, competitive analysis) is crucial.
- **Step 4**: because the selected potential suppliers are unknown (distant), organizing interactions with them is crucial to assess their innovation capacity and willingness to co-develop with the firm
- **Step 6**: because the selected supplier is unknown, a stand alone mock-up is required to assess its innovation capacity.

