# Crossing The Chasm

#### 4. Inside the Tornado

Market dynamics evolve as mainstream markets embrace new innovation.

## 3. Bowling Alley

1. Early Market

Trendsetting technology

enthusiasts and visionaries

drive early adoption of new

technologies and paradigms.

Focus on identifying early niche markets where adoption is based on compelling customer needs.

#### 2. THE CHASM

Early market growth begins to slow as early adoption peaks but mainstream adoption is not ready.

### 5. On Main Street

True success and market leadership requires becoming the de facto standard and product of choice. Pursue aftermarket opportunities.

## 6. Survival of The Fittest

Competition is fierce.
Strive to obsolete yourself with new innovation.
Others gunning for new paradigms to unseat market leaders will, if you don't!

ENTHUSIASTS VISIONARIES PRAGMATISTS CONSERVATIVES LAGGARDS

The journey from product launch to adoption and sustained growth for successfully launched disruptive technology products.

Based on: Geoffrey Moore, Inside The Tornado, Harper Business, 1995