

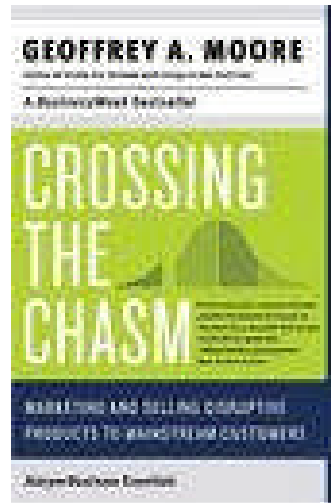
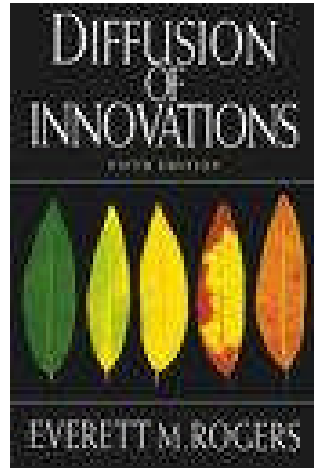
# Moving to Widespread Adoption of Enabling Technologies

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Nov 21, 2008

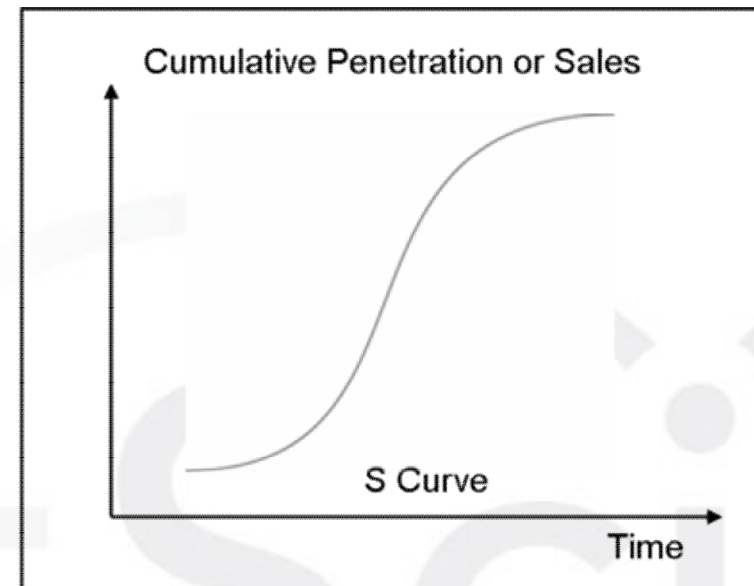
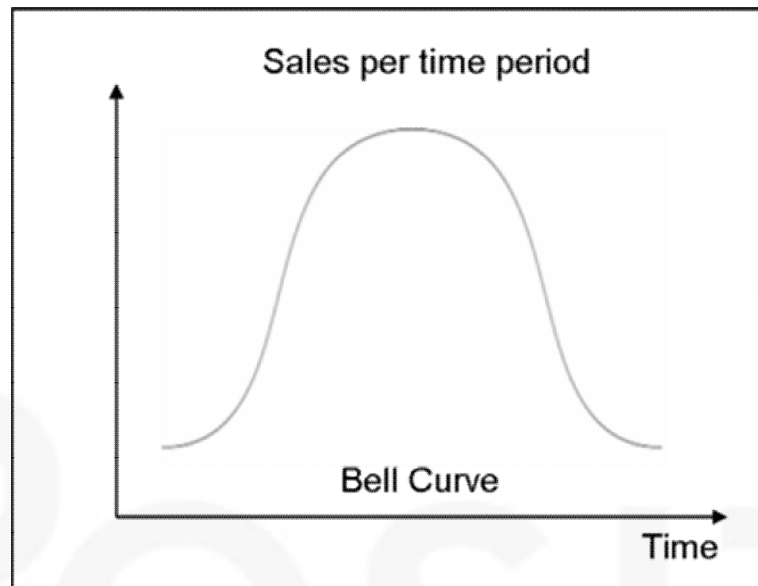
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# From Invention to Diffused Innovation



*Why do the villagers keep carrying buckets to the polluted stream, past the faucet to the new well?*



# How to Move Invention from the Lab to Widespread Usage?

- Crossing the Chasm from Early Adopter to Majority

- Logic and Proof
- Reference Sites
- Adjacent Markets
- User Experience

- Great user experience
- High NPS
- Strong Word Of Mouth

- Brain function plasticity
- White papers
- 30+ published papers
- 10+ memory & attention
- Everyday cognitive gains
- Crash rates reduced

- 200+ retirement communities & adult ed
- 100,000+ home users

- Clinicians
- health, LTCi & auto insurers

## Adoption curve

