Known and feared by many innovation experts: the gap between hype in the niche and actual relevance among the broad public - the "Death Valley of Innovation". The point that many of you know as a deep bend in the course of the Gartner Hype Cycle and at which point many innovations fail: the leap into the broad relevance. What is the reason behind this?

The magical space of possibilities that many companies see in artificial intelligence, data and robotics is more like a chamber of secrets in the eyes of ordinary people. Most innovations fail not because they are technically infeasible, but rather because they are humanly infeasible.

- What can we do to make it easier for the broad mass of people to adopt and live with technology-based innovations?
- What does a company have to do to leave the Innovation Death Valley as quickly as possible?

Our white paper "Beyond the Death Valley" is a systematization and checklist, which will help companies to bring more efficiency into their innovation processes, by keeping the implementation consistently in mind from the first moment of the ideation. For this we use four very specific activation levers systematically: Ego, Empathy, Engineering and Energy.