

Definitions

"Everything is vague to a degree you do not realize till you have tried to make it precise."

Bertrand Russell (c. 1915)

There is, in my view, a general lack of clarity regarding what we mean by innovation and entrepreneurship. It's easy to find websites for major innovation initiatives, by governments, universities, and commercial entities that don't even bother defining the term – as though there might be a universally or widely accepted definition. Instead, as you'll soon see, there are many inconsistent definitions of innovation. Similarly, there are many definitions of entrepreneurship, and widely diverging views on what it might mean to be an entrepreneur. The beginning chapters of this book will point out the confusion in greater detail, and attempt to provide much needed clarity. The following definitions will be developed, and are offered here in summary form, for easy reference:

Entrepreneur: Anyone trying to innovate.

Successful entrepreneur: Someone succeeding at it.

Innovation: The creation of new net value.

Measuring innovation success or failure: Return on investment (ROI)

$$\text{ROI} = (\text{value created} - \text{value invested}) / \text{value invested}$$

Value: A psychological experience of fulfillment of needs, wants, motivations or aspirations that may or may not be reflected by what someone will pay for it.

Entrepreneurial psyche: The spirit of entrepreneurship, shaped by individual psychology.

Entrepreneurial flow: The psychological state of actualization and fulfillment of the essential purpose of entrepreneurship.

Innovation strategy: Planning, implementing, monitoring, and journeying toward success.

Innovation zoning: Maximizing value creation and innovation success through a phenomenon I call “bridging” – optimizing all the relationships that matter.

Bridging: Maximizing the flow, delivery, and experience of value in any relationship.