



Walchand Institute of Technology, Solapur



Institution's Innovation Council

Report of Self-Driven Activity

Day & Date : Wednesday, 28/02/2024

Speaker : Dr. S. B. Tuljapure (Innovation Ambassador)

Topic : Case study of failure of an idea due to lack of validation

Proceedings :

Dr. Tuljapure initially talked about the meaning of validation. He said that validation is not only concerned with technical feasibility or functionality, but also with respect to identification of problem, customer acceptance to the problem & the proposed solution etc. He took example of Segway PT, a Two-Wheeled Vehicle with features as Self-balancing & Battery operated. He told that it was invented by Dean Kamen. He further informed all its present status has remained as a product of a curiosity only. He discussed about its launching in 2001 in a blizzard of publicity but it failed to gain significant market acceptance.

He further said that analysis has revealed that the product was very clever & it works well. The company, Segway Inc., was having tremendous funding and resources. The level of press and TV exposure was astounding. But the company's expectations were too high, it described the product as the future of transport, the innovation was said to be on a par with the PC or the internet, PR exposure was overdone.

He further said that it has been concluded that it was a product not a solution. The product works well but it lacked a support context of parking space, charging, use on roads or sidewalks etc. There was no clear need or target market & was very expensive though novel. The remarks of the people were it was an invention rather than an innovation. There was no user feedback or iteration in the process. More than 53 students attended the session.

