

10 PITFALLS REALIZING IDEAS

► // THIS CHECKLIST IS PART
OF THE INNOVATION EXPEDITION,
BY GIJS VAN WULFEN.
CHECK IT OUT ON [AMAZON.COM](https://www.amazon.com)



Beware!

1. Your partners don't do their job.
2. There is no business model.
3. The final product does not resemble the original.
4. The process stops for whatever reason.
5. It's not feasible.
6. Someone with the same idea is faster to market.
7. The target customer hates it.
8. Too many shortcuts were taken.
9. All the fancy names are taken.
10. You failed to market it on time.