A Power Walk Through Non-Incremental Growth

(= Non-Incremental Innovation)

Innovation Workshop with the German Chamber of Commerce in China/AHK Greater China

By Martin Schweiger

01 July 2025

About Martin Schweiger

- Singapore, German and European Patent Attorney
- in the patent business since 1993
- expert for patenting computer algorithms
- gearbox aficionado
- founder of Schweiger & Partners
- Innovation Course lecturer at Technische Universität München (TUM Asia)
- Owns the first 4 Google search result pages for „Martin Schweiger Patent“ and the first 11 Google search result pages for „Martin Schweiger Singapore“
- proud member of the Singapore national team in Powerlifting, holding 8 national records (as of 06/2025)

ASIAN POWERLIFTING FEDERATION

AFFILIATED TO: INTERNATIONAL POWERLIFTING FEDERATION

CERTIFICATE

No:2212/2022

This is to certifiy that

SCHWEIGER MARTIN

of the nation

SINGAPORE

has secuered **SECOND** Place

in **120+KG - MASTER 2**

in the

ASIAN MEN'S CLASSIC POWERLIFTING CHAMPIONSHIP 2022

held at : **DUBAI, U A E**

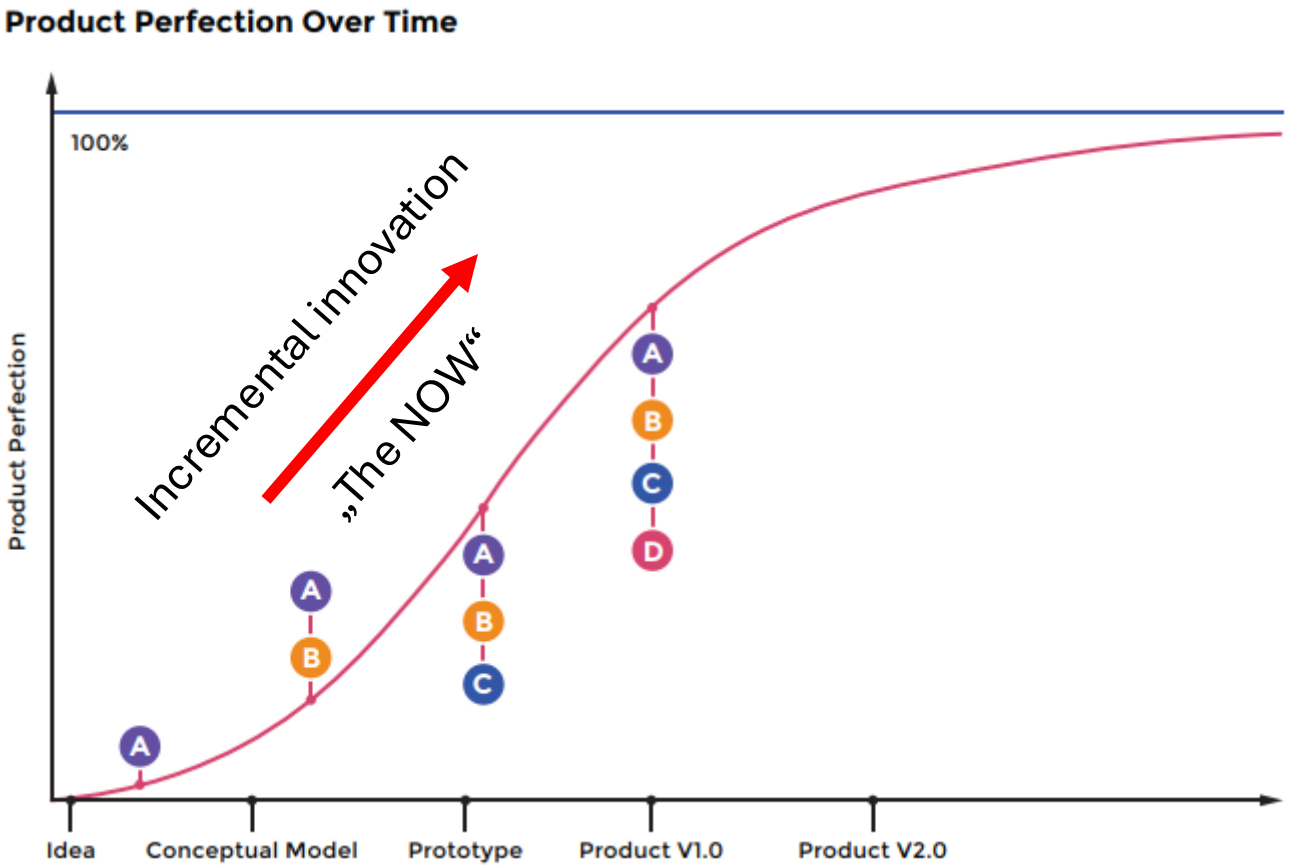
during **01 - 07 DECEMBER 2022**

SQUAT[PL]	:	**210.0 KG [1]**
BENCH PRESS[PL]	:	**155.0 KG [2]**
DEADLIFT[PL]	:	**212.5 KG [2]**
TOTAL	:	**577.5 KG**

Farshid Soltani
President - APF

Tatiana Romanova
Secretary General- APF

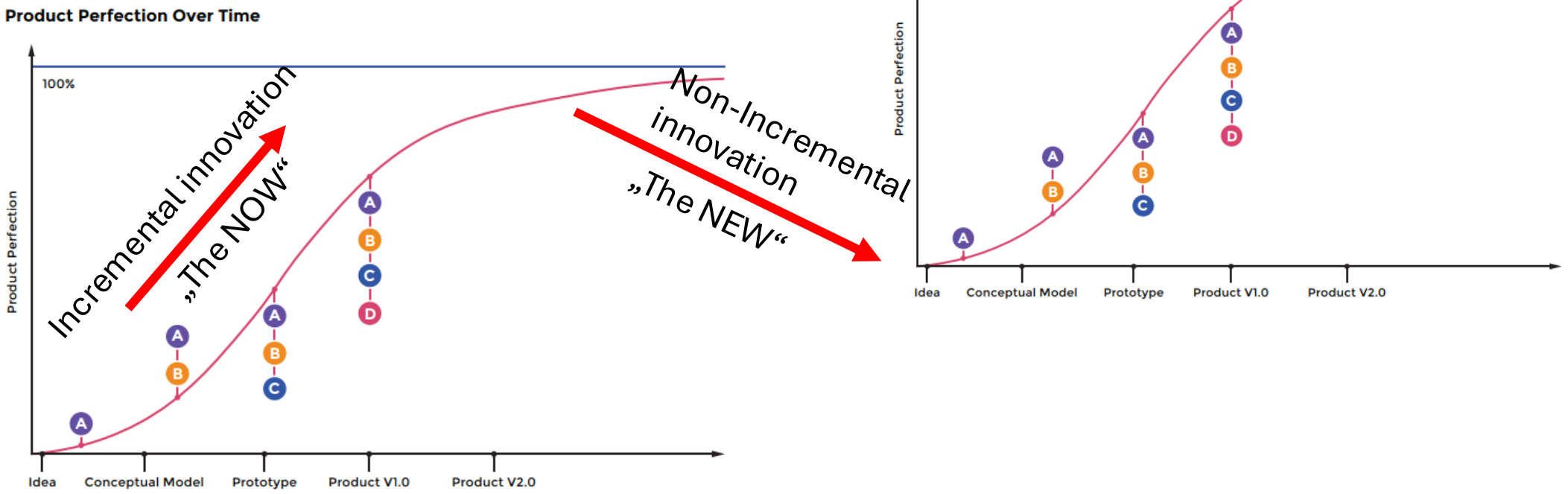
Where everything starts: the S-Curve (McKinsey)



From my book

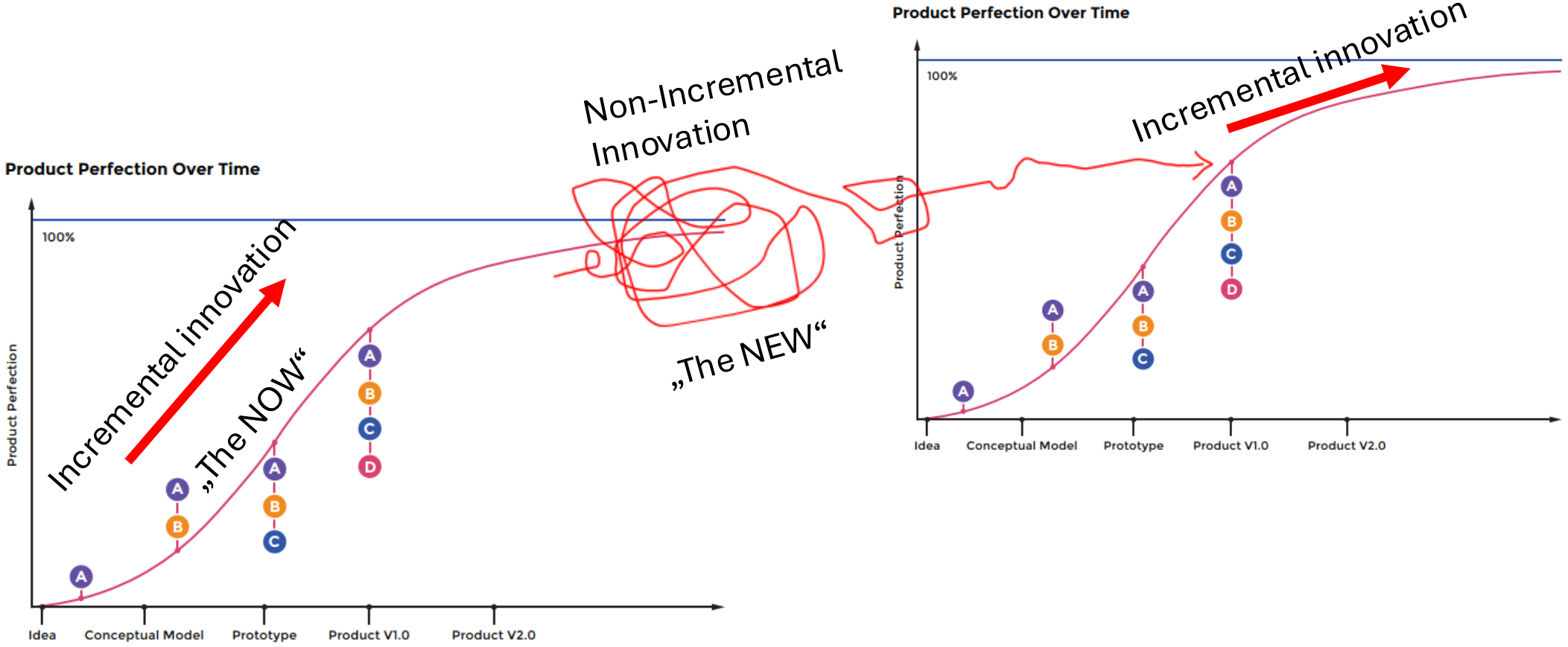
www.ip-lawyer-tools.com

The Life Cycle of a Company (MBA version)



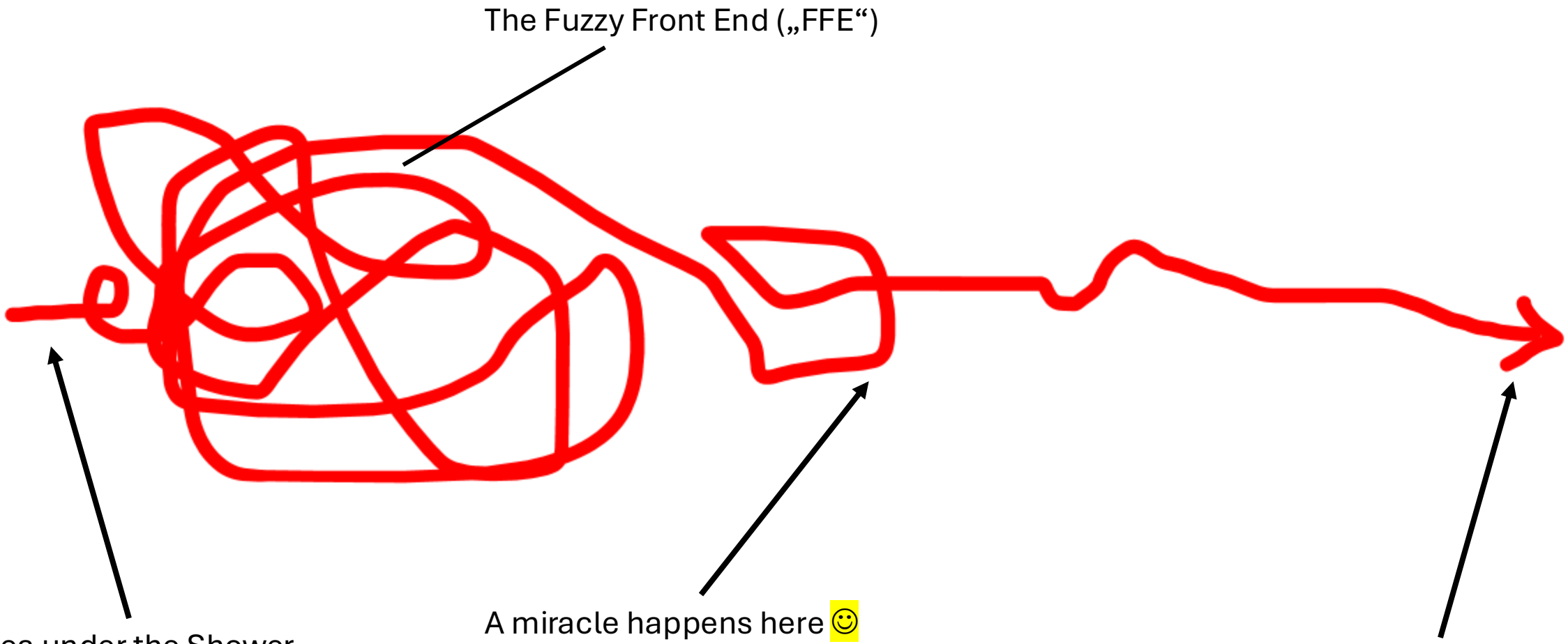
And so on ...

The Life Cycle of a Company (in Reality)

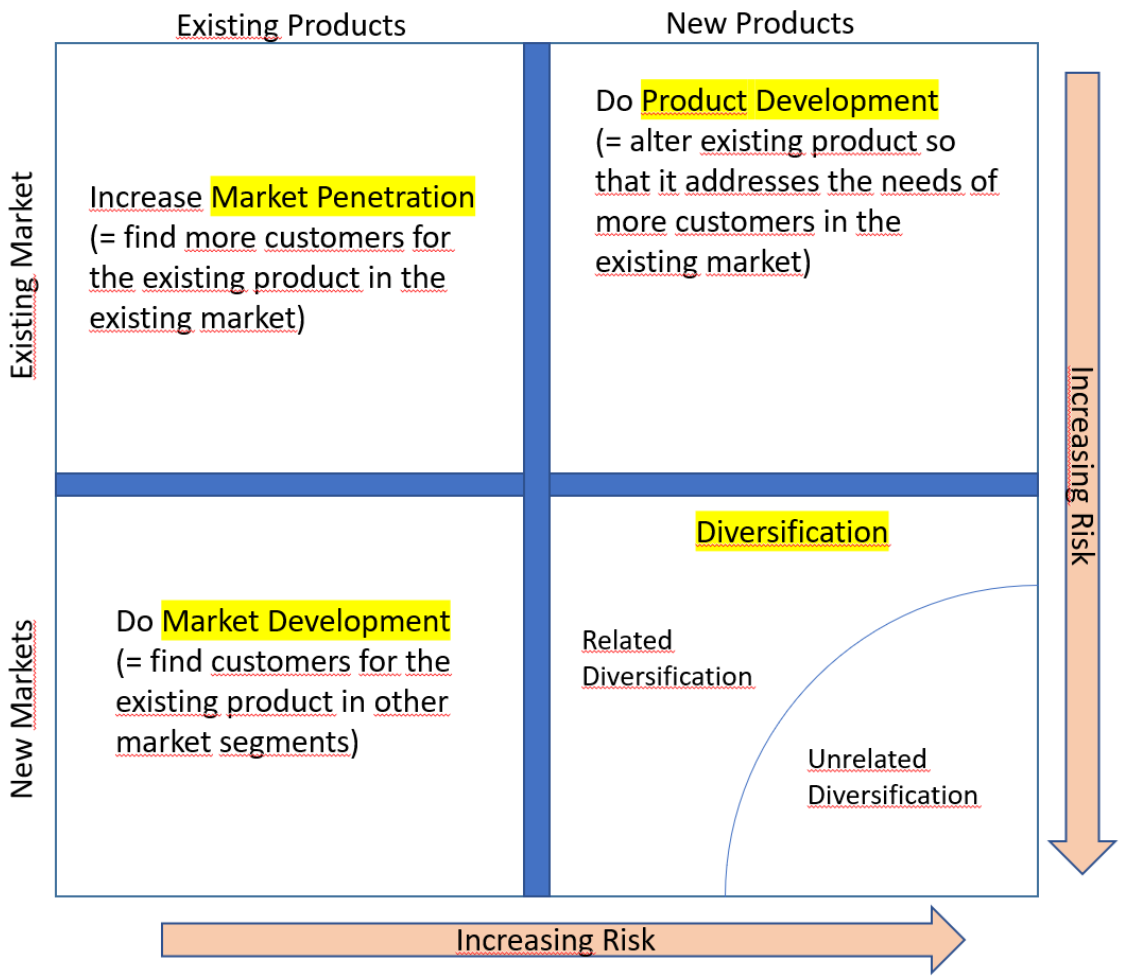


And so on ...

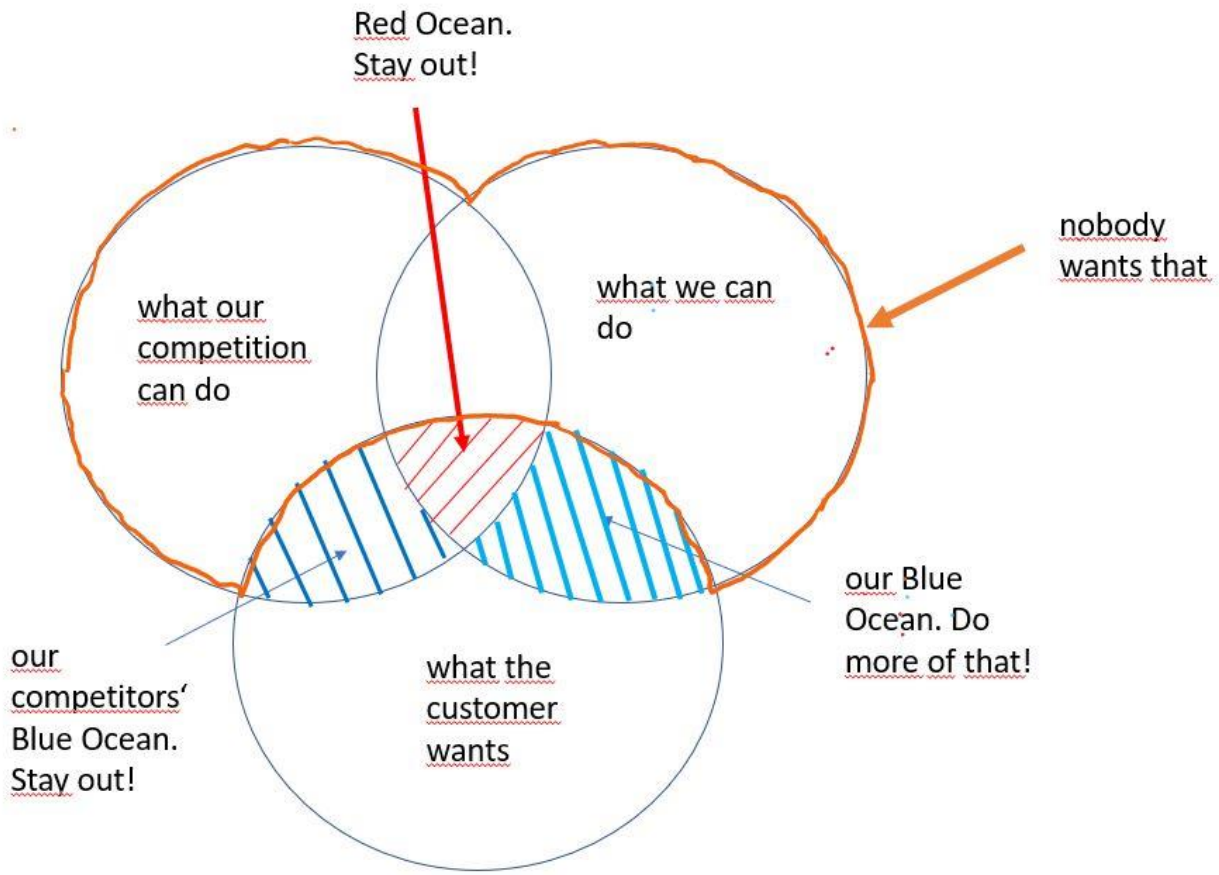
The Explore/Exploit Continuum



The „Ansoff Matrix“ meeting „Innovation“



The Blue Ocean Strategy

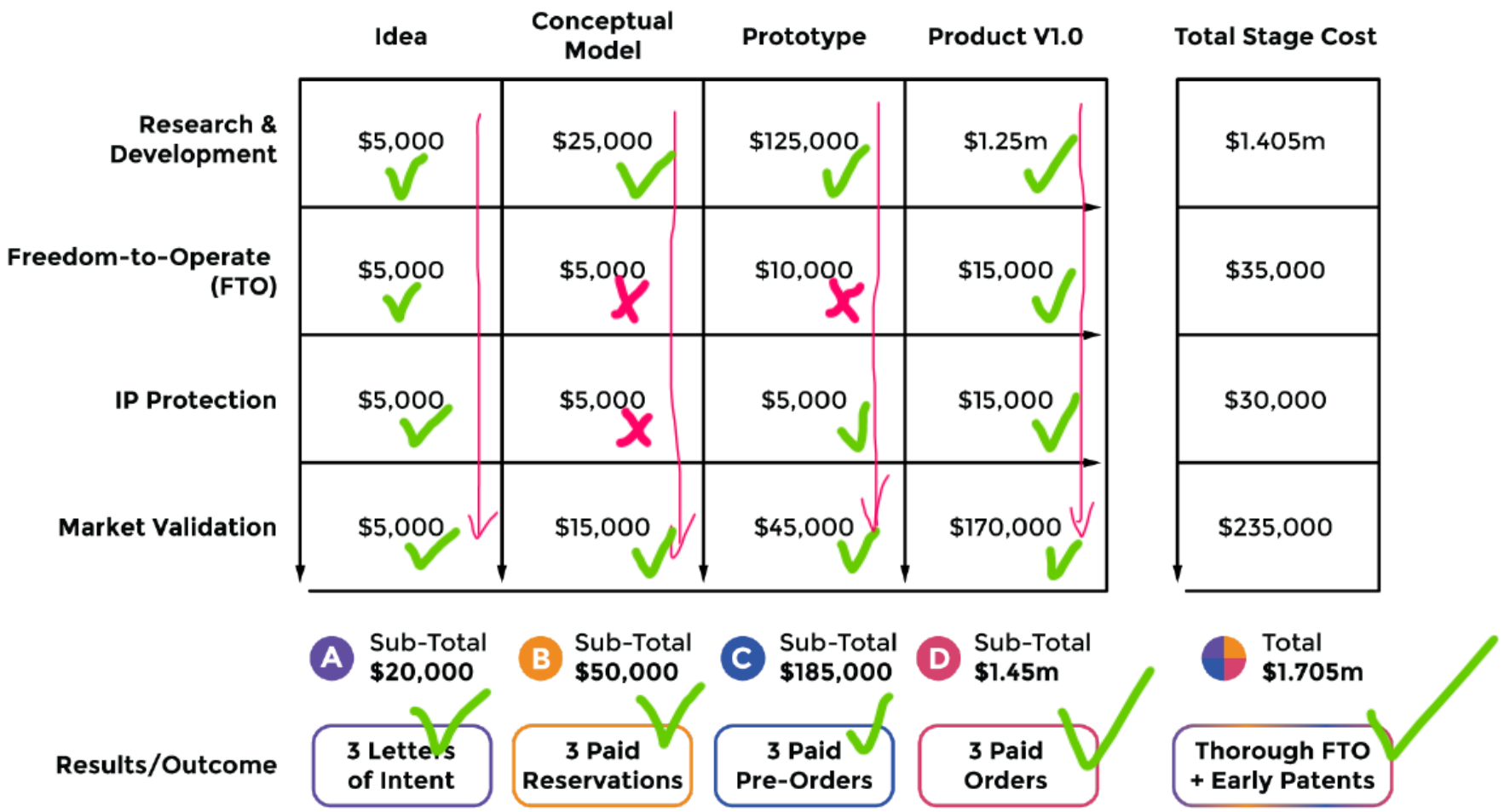


The three most important concepts are to distinguish between:
- what the customer wants,
- what we can do, and
- what our competition can do

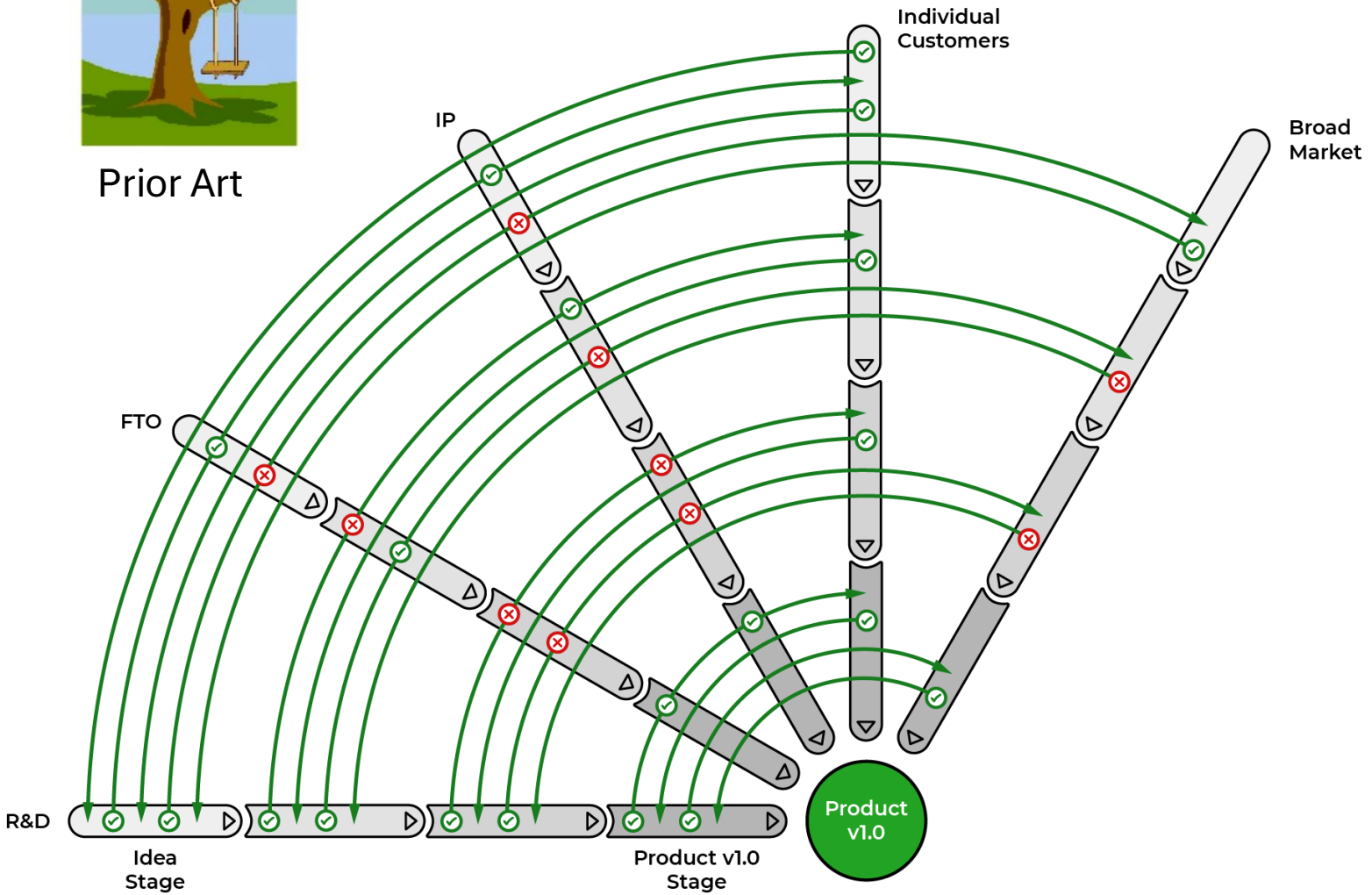
These define
the **Red Ocean** and
our Blue Ocean, and
our competitors' Blue Ocean, and
what nobody wants.

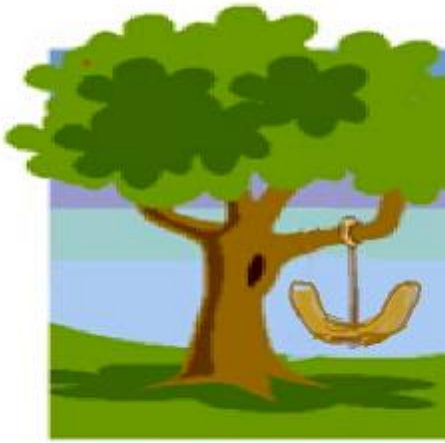
Book: Kim, W. Chan; Mauborgne, Renée A.. "Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant."

The 4x4 Innovation Strategy



Prior Art

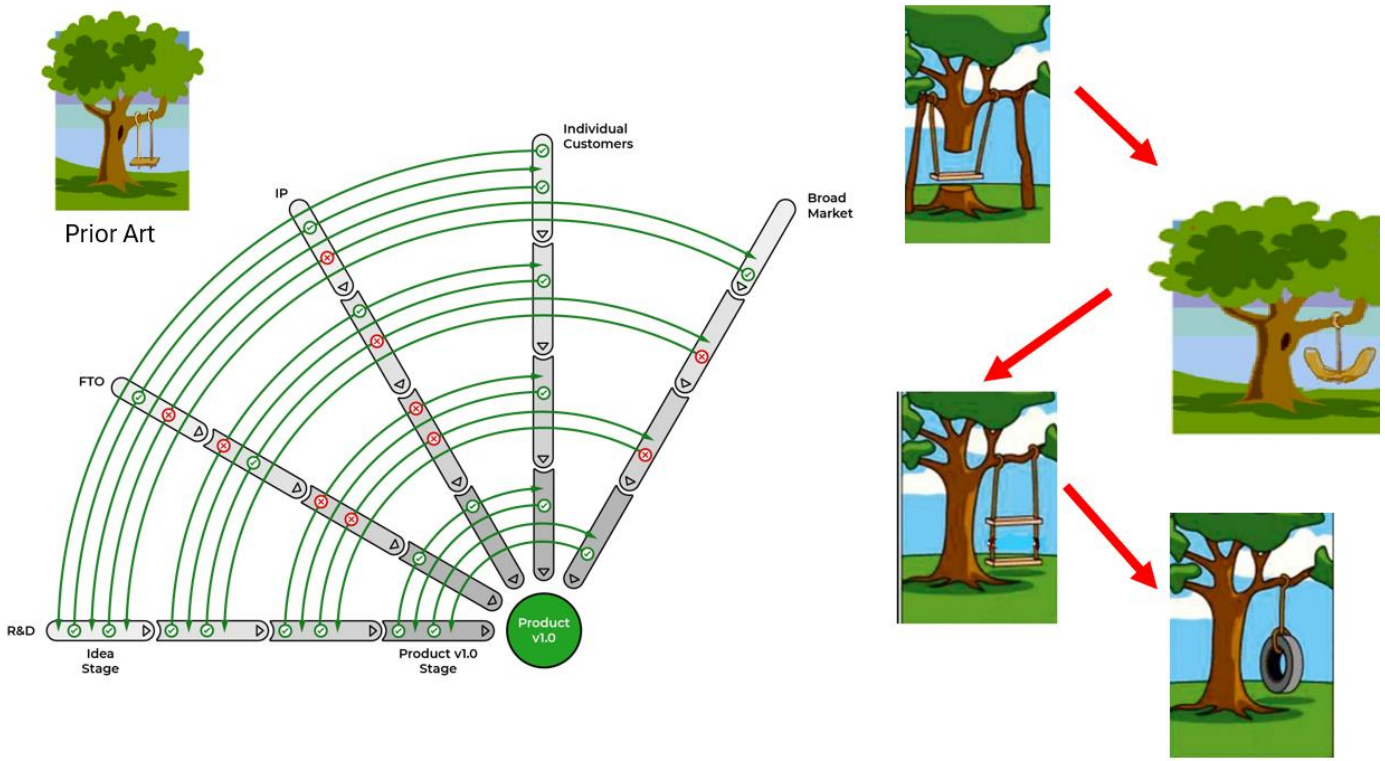

Individual
Customers
IP
Broad
Market
FTO
R&D
Idea
Stage
Product v1.0
Stage
Product
v1.0



Watch my screencast movie

Innovation Evolution – How To Successfully Navigate Through The Fuzzy Front End (FFE) of Any Breakthrough Invention

on IP-Lawyer-Tools.com



There is so much more to innovation

- Start with the right people: find that Serial Innovator!
- And let the Serial Innovator assemble their team
- Instead of building the next gadget, find a problem in the market that is worth solving
- The fight of „The Now“ against „The New“
- How to define and navigate the gray areas in the Ansoff Matrix

- And more …

Find out more in my post-grad lectures at TUM Asia

www.ip-lawyer-tools.com