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# The Manager's Guide to IT Innovation Waves



***More and more companies are shopping outside their organizations for innovations.***

The 'information bazaar' is the global marketplace for new ideas, products and technologies. There are several different methods used to source innovation for a company.

There is no single best method for navigating this bazaar. Companies can benefit from a guide to the available options, both on what is available and from who to get them.

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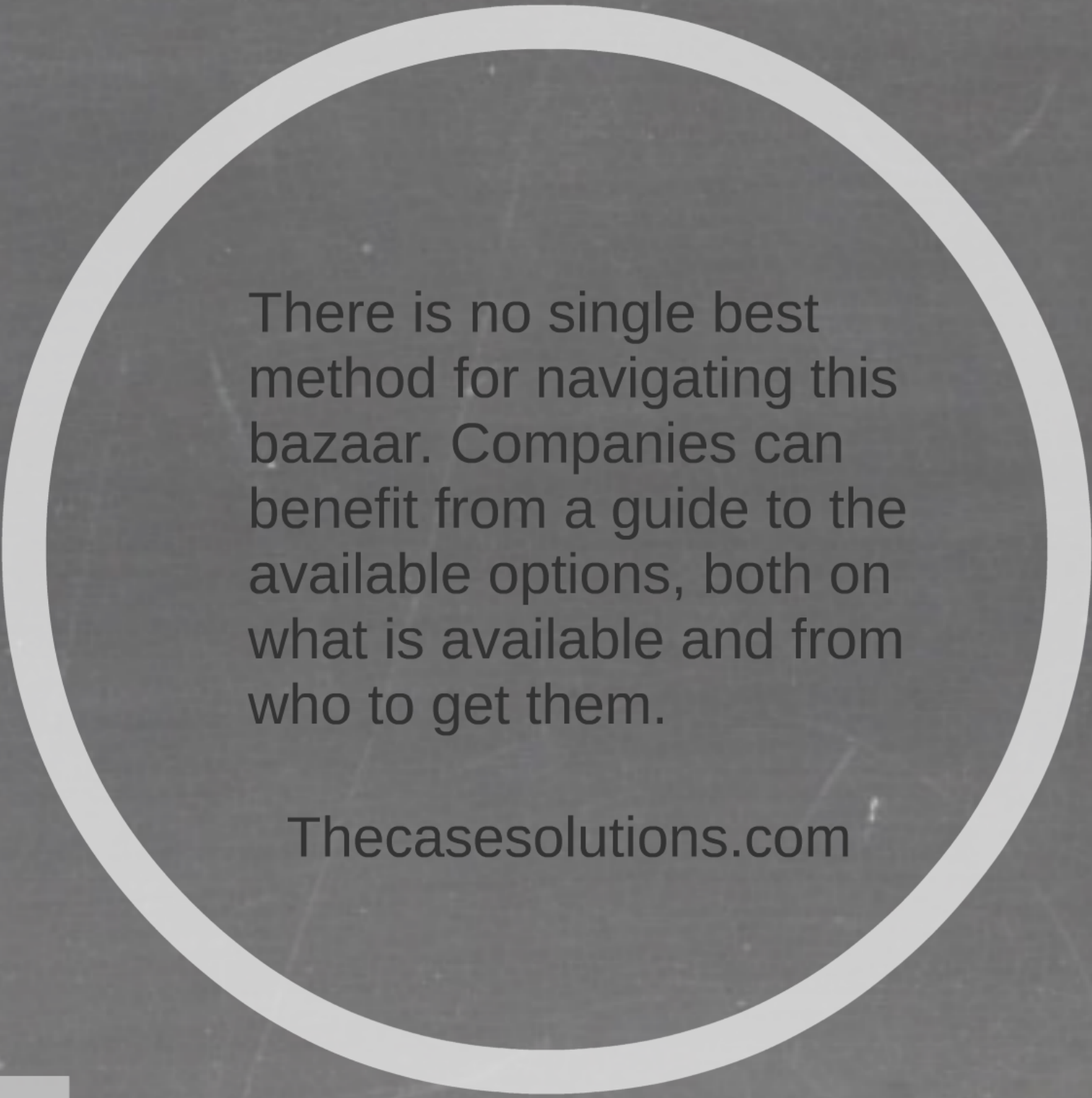
The External Sourcing Continuum shows a brief look at what the pros and cons are when companies lean towards either raw ideas or market ready products.

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There is often an overlooked middle ground between those two options, developed by 'Innovation Capitalists.'

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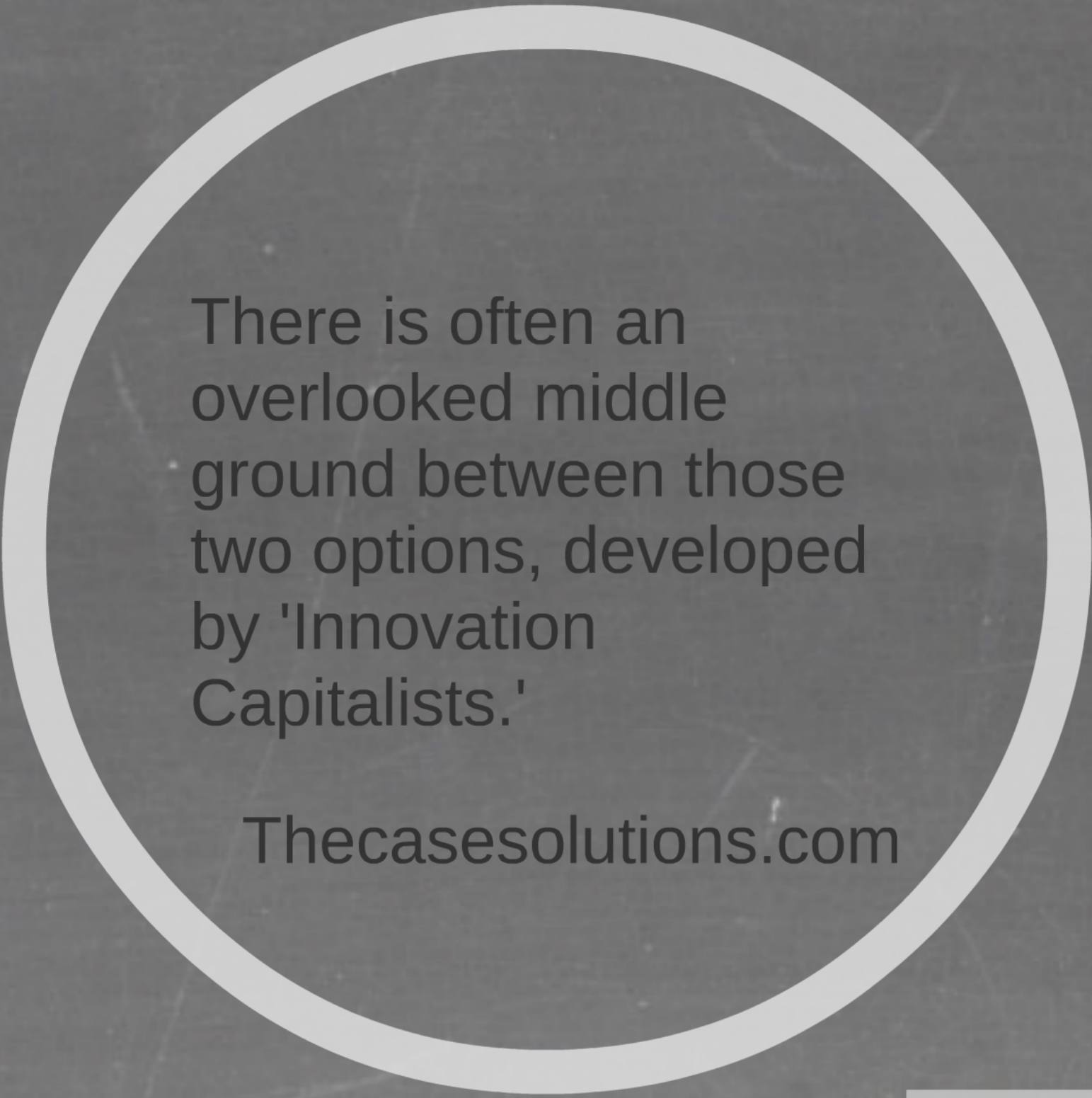
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# *Innovation Capitalists*

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Seek and assess  
product concepts in  
the investor  
community.

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Then, they market the  
results to companies  
whose needs and  
capabilities are within  
the scope of the  
projects.

Develop and refine said  
concepts to the point  
where they can be  
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