

# 3 risks of innovation

When we decide to launch an innovation, we must evaluate potential risks, asking the right questions and proposing corrective actions to minimize them.

## Market risk

If the innovation that you launch aims to develop a new way to reach customers with a particular offer, the question that arises:

**Will the market accept it?.**

## Technological Risk

if the innovation is to launch a new product / service based on a technological breakthrough, the question arises:

**Will it work ?.**

## Company Risk

Lack of experience in project development, lack of experience in research, inexperience working in uncertain environments, etc.

