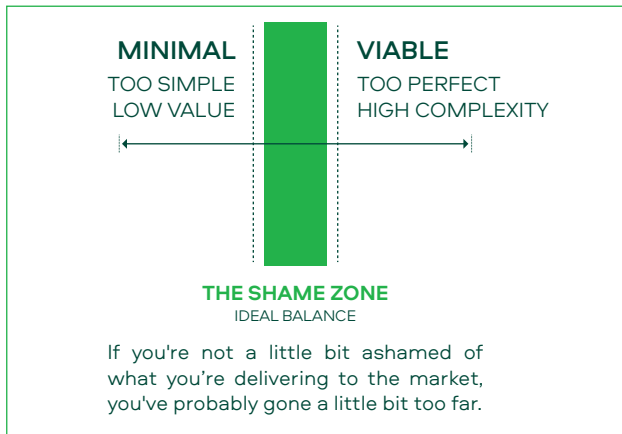




LAUNCH *Now,* FIX IT LATER

Companies today are expected to innovate at unprecedented speed to keep pace with a rapidly evolving marketplace. With technology advancing quickly, even short delays can render new ideas obsolete. Yet many organizations struggle with lengthy time-to-market cycles for new innovations, solutions, or product launches—placing them at a competitive disadvantage. Conversely, some accelerate launch timelines excessively, compromising quality in pursuit of speed.



Launch now, fix it later is a new concept that focuses on speed, agility and continuous improvement. **In simple words it means that companies should minimize the time between the idea creation (or innovation) and go-to-market.** To do so, companies need to cut layers of bureaucracy to cater to the rapidly changing world around us.

THE 10 ELEMENTS GUIDE To Become an Agile Innovator and Time-based Company

“Set the pace of the market”



APPLY LEAN R&D PROCESSES

Companies can produce time-based competitive advantage by producing more in less time along with reducing or eliminating delay, by adopting lean R&D processes.



AUTOMATE

Companies should automate their core operations, approval of processes and reporting. This would improve the company's flexibility and speed by having faster management decisions.



OUTSOURCE IF NEEDED

If the company lacks the in-house innovation capacity, outsourcing innovation is an option. Having reliable supporting partners is a must in rolling out innovations faster.



TEST PROTOTYPES

Agile innovators test prototypes with customers to capture actionable insights from their feedback, then integrate these learnings into subsequent design iterations before final product launch.



IMPROVE CROSS-TEAM COMMUNICATION

Having open channels of communication and shared information avoids bottlenecks and feedback loops during product development.



STREAMLINE COMPANY-WIDE PROCESSES

All projects move faster when processes are streamlined. The more streamlined your company's product development process is, the faster you can get to the market.



**IMPLEMENT ACTIONABLE
POST-LAUNCH REFINEMENT**

Prioritize continuous improvement and iterative enhancements after launch—not just during early development.



**BUILD A LEADERSHIP CULTURE
THAT ACCEPTS MISTAKES**

Foster a learning-oriented environment where experimentation is encouraged and failures are treated as growth opportunities.



**ENSURE INNOVATION IS A
CORE STRATEGIC PILLAR**

Embed innovation as a fundamental driver of the business, supported by clear priorities and leadership commitment.



**EMPOWER MANAGERS
AND EXECUTIVES**

Enable decision-making at multiple levels and provide a clear authority matrix to accelerate execution.

WHY SOME COMPANIES SLOWDOWN?

Outdated workflows, manual processes, and rigid procedures significantly slow execution and block innovation speed.

Believing that increasing innovation speed inevitably compromises quality. They assume that accelerating development requires cutting essential steps, which could ultimately diminish overall product quality.

Too many hierarchical levels create bottlenecks, increase approval cycles, and add unnecessary complexity, ultimately slowing down responsiveness and innovation.

Centralized leadership—whether at the Chairman/CEO level in family businesses or at headquarters in multinational organizations—can delay critical decisions

Organizations without skilled, empowered teams—especially in innovation, R&D, product development, and operations—struggle to sustain rapid execution.

A lack of accountability and misalignment between individual and organizational interests reduces ownership, delays decision-making, and weakens execution discipline.



BENEFITS OF REDUCING TIME-TO-MARKET

MARKET SHARE GROWTH

Being a first mover reduces early competitive pressure and extends the product's life cycle, allowing more time to build sales and capture market share.

ADDITIONAL SALES REVENUE

Because optimal pricing windows shrink as products become mainstream, launching earlier enables companies to maximize revenue during the period when consumers are willing to pay a premium.

INCREASED AGILITY

Organizations built for speed can respond more quickly to market trends and customer feedback, enabling them to seize opportunities ahead of competitors.



BRAND RECOGNITION

Leading the market enhances brand reputation, supports premium pricing, and strengthens customer loyalty. Customers increasingly associate the brand with innovation and quality.

LOWER DEVELOPMENT COSTS

Accelerating cycle times and streamlining processes reduce inefficiencies, minimize unnecessary iterations, and lower overall development costs.

IMPROVED LEVERAGE WITH RETAILERS

A faster stream of new products increases the brand's attractiveness to trade partners, potentially resulting in better shelf placement, stronger pricing power, and lower distribution fees.

“

GO FOR **MINIMUM,**
AND NOT **PERFECT**

”

The new product or service idea may no longer serve an identified customer need. For every new product that is successfully brought to market, there are thousands that haven't. More than 50% of new products still fail within two years.

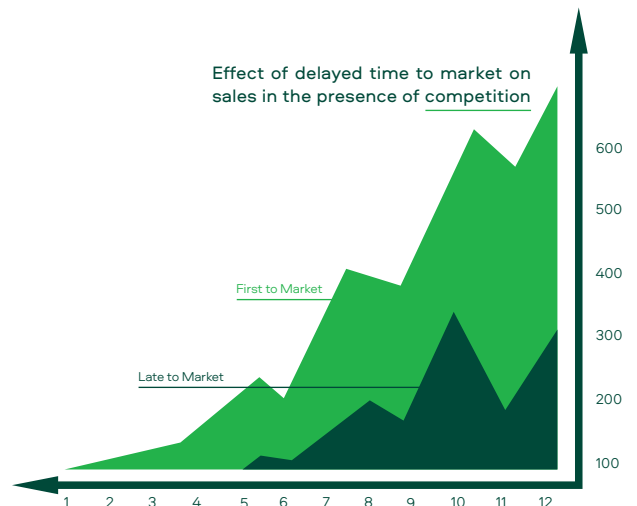
This means that companies should build what is enough to address the market opportunity they have identified. To cut their time-to-market, they only need to build the simplest functional unit of the product, and then update it later in subsequent phases of improvement.

Companies should allow themselves to re-adjust based on what the market wants.

Companies should aim for **minimum, deliver, get feedback and then fix.** Taking too long to build exactly what the customer wants means moving too far in the wrong direction.



Effect of delayed time to market on sales in the presence of competition



First to market generates more revenue, and places added burden on those that follow

KEY IS TO GET TO MARKET, BEFORE YOUR COMPETITION DO.