



MAIN BENEFICIARIES OF BALANCE OF INNOVATION[®] S.I.T.[®]

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Below, we synthetically relate the first beneficiaries of the application of S.I.T.[®] - SELF-COMPARED IDEAS THEORY, which can find answers to questions not yet answered mathematically.

This list target the 20% most creative in each segment. With some degree of ease, these professionals will be able to relate and apply this knowledge to their practices and professions. The other 60%, certainly with courses and training, will also appropriate the concepts proposed here. At least, this has been our experience over the past ten years in MBA courses.

1- Managers who have already lost time and money with ideas.

Now you can understand why peculiar/particular ideas have excellent results and others, not so much. They can evaluate their own investments in the past and understand the results they have obtained and where they committed failures, always from the user's point of view. With such knowledge, they can perfect targeting in future investments.

2- Managers and Decisions.

Corporate innovation managers and managers who need to make decisions about investing in ideas can now rely on mathematical formulations and the three-way Balance to decide where to invest. Finally, they can be free of mentor and "thinkers" who makes innovation more complicated, tumultuous and generate more uncertainties than they contribute.

3- Industrial Engineers who work with "times and methods."



Now you can complete the relation “times and movements” with the missing item: operator/user energy consumption. Considering that these three elements (energy, time, and motions) are inextricably inseparable and are everywhere, they can use the mathematical formulation and visualize how they can plan production: just follow the arrow of the mathematical formulation, indicative of the sense of direction to 0.00 iur.

4- Ergonomics.

Experts in this area do not always know where to look, and fair so do long descriptions of actions. Now is clear that research attention, during observations, should be directed towards the consumption of physical energies, movement efforts, and time-efforts spent by the user. With these data, it is easy to explain "why" certain relationships such as user- products and user-services are preferred and valued.

5- Designers

Designers can now rethink their *project* based on the items of the mathematical formulation (energies, times, and movements consumed by users) and understand their preferences through the Less Efforts Law.

6- Engineers of all segments - innovation

Engineers from all segments who work with projects, problem-solving, and innovative solutions can now redirect their projects to meet users' effort-saving requirements in their respective projects through three elements of the mathematical formulation of innovation.

In the future, not very far, this copyright will be transformed into a discipline, by business models, in some sciences, in the function of the benefit that leads to innovation professionals.

7- Entrepreneurs, inventors, and authors of startups.

With the mathematical formulation that produces the evolution of innovation, talented creators gain a precious tool to go ahead. Since the beginning, innovators will know, a priori, if and why the user will accept the idea-innovation. Or what needs to be done for the customer to wish it.

That claim that innovation is a subject of high risk and uncertainties is not true, is false! Now authors can go straight to the elements that characterize the success of ideas, analyzed from the user's point of view.



8- Environment and sustainability.

Professionals looking for sustainable ideas will have a good surprise at the evolution of innovation. We can *measure* the *quantum of sustainability* of an idea before to be a innovation of product/service and, especially, how to make the idea sustainable, i.e., as near as possible to 0.00 iur.

9- Ludwig von Mises, the Austrian School and the Principle of Human Action.

Scholars and specialists in Von Mises, and especially scholars of his hypothesis of Principle of Human Action, Praxeology, and his assertion that man always exits from a state of discomfort to another of more comfort (or minor discomfort), will undoubtedly have a pleasant surprise. His hypothesis is mathematically proven and go ahead beyond. It includes, in addition, a sense of direction of ideas to innovation with 3.3 million years. Considering that "The Principle of Human Action" is in the invisible structure of human evolution and capitalism, the Balance of Innovation[®] brings an undeniable magnification of perception and vision, initiated by Von Mises, which is now complemented and proven through S.I.T.[®]. Its three elements inextricably inseparable: energies, time, and movements consumed by the physical-biological organism of users, when handling ideas transformed into innovations of products and services.

10- Specialists, forecasters, evaluators of ideas, mentors, and the like.

Now we can reconsider the orientations of the experts and substitute, where applicable evidently, for the mathematical formulation combined with the actions of the three levels of the scale. Mathematics can match incomparably more than specialists with their unrecognized/stated preferences. No doubt!

On the other hand, specialists can become very assertive by adding S.I.T.[®] to your current knowledge. It depends on each!

11- Investors, Financiers, Venture Capitalists, and the like.

Now, by knowing a priori the potential for success of the idea mathematically, investments are thoughtful for ideas with a high degree of certainty and low risk. Having this information changes the methods of choice and values of investments. Changes the segment being mode.

12- Re-qualification of professionals.



When they are re-qualified in S.I.T.® methods, ideas professionals gain great power in the management of innovation since they can work towards users' desires, who are now known mathematically.

13- Patents.

Patent specialists can now help the author by relating the potential for success of the idea to creating products and services and deciding whether to spend money, time, and dedication on patents that will never be successful.

14- Scientists, researchers, university professors, MBA, and similar.

Typically, at various times the question arises: and now, what to research/teach / what path to take? The knowledge of S.I.T.® quickly answers the doubts. The scientist now knows what to research, making his work valuable by meeting users and satisfying them. In the same way, teachers can choose the best content of their subjects since it is clear what knowledge will be constructive /beneficial to their students.

These are THE INITIAL BENEFICIARIES of immediate interest.

S.I.T.® offers more than 45 (R)evolutionary items to several segments, not mentioned here.

There are still others in development.

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