

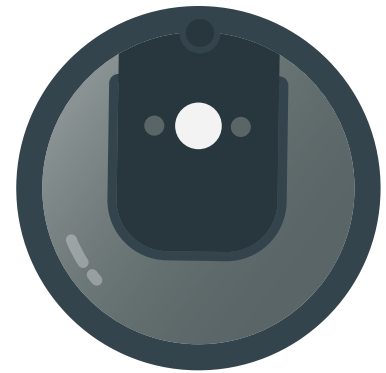
Innovation: Demystified

What our 30+ year journey of innovation can teach you

Building the Future

Changing the future doesn't happen in a day. Innovative ideas can be big or small, but innovation means change. It is change that leads to a new way of doing something or building a new product.

The most important thing is to imagine a creative solution to the problem.



What is Innovation?

Have you have heard yourself say "Gee, why didn't I think of that?" What's exciting about innovation is it's typically a different way of thinking and solving for a problem.

Creativity provides the idea; **Innovation** builds it.

Feed your Curiosity

Don't accept the status quo: If you do nothing, nothing will change. Innovation often starts with identifying something that annoys you or something that you think can be done better. Think about practical problems around you and let your curiosity guide you to a new solution.



Innovate vs. Invent

Innovation isn't always starting from scratch; it's building upon existing ideas and adapting the solution for today's problem and today's society.

When the iRobot® Roomba® robotic vacuum cleaner was introduced to the world in 2002, vacuums had existed for decades. It wasn't the concept of vacuuming that was introduced; it was eliminating manually vacuuming and introducing a robot for the task that was innovative. It changed and adapted the solution to the problem.



The smartphone is another example of innovation. It wasn't just the innovation of mobile phones, but the way it combined existing technology of data devices and music players all on an internet connected device. Its greatness came from the sum of its parts, making it a mini computer we can take with us.

A Global Story

Innovation is global. To innovate and meet the needs of society, it takes a multifaceted group of minds considering the needs of a diverse population. Innovation reflects societal needs at a moment in time and evolves as the needs of society changes.



STEM Knowledge Leads to Innovation

Engineering innovative solutions often requires using a STEM knowledge base. Even those who don't pursue careers in STEM fields still need STEM literacy. You will need those skills to work side by side with the technical innovators and help communicate and present the new ideas.

Good innovation means listening to the customer and those around you, and that takes a full team of people with a lot of different skills.

Learn More

Visit edu.irobot.com | [Learning Library](#) | [Careers in Innovation: Who helps innovate?](#)