



## The First Mile: A Launch Manual for Getting Great Ideas into the Market

By Scott D. Anthony

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### The First Mile: A Launch Manual for Getting Great Ideas into the Market

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#### You have a great idea, now what?

That first mile—where an innovation moves from an idea on paper to the market—is often plagued by failure. In fact, less than one percent of ideas launched by big companies end up having real impact. The ideas aren't the problem. It's the process.

*The First Mile* focuses on the critical moment when an innovator moves from planning to reality. It is a perilous place where hidden traps snare entrepreneurs and roadblocks slow innovators inside large companies.

In this practical and enlightening manual, strategic adviser Scott Anthony equips innovators with new tools, questions, and examples to speed through this crucial early stage of innovation. You'll learn:

- How to evaluate your idea's strengths and weaknesses using the "DEFT" process—Document, Evaluate, Focus, and Test
- Fourteen recipes from an "experiment cookbook" to gain confidence in your idea or business
- Why "spinouts," "wrong turns," and other challenges commonly trip up innovation—and the practical strategies you can use to avoid them
- Why innovators need to seek chaos in an age of constant change—and other essential leadership skills

Drawing on his decade of experience as an innovation adviser and investor, Anthony describes hard-won lessons from disruptive start-ups and global giants alike. *The First Mile* will give you the knowledge and confidence to travel this perilous—but ultimately promising—terrain.

The first mile can be a scary place, but you don't have to traverse it alone. This book can help.

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Review

“Anthony skillfully leads readers through his process...” “the author ends each chapter with a distillation of key messages and provides a First Mile Readiness Checklist that readers will value.” — *Publishers Weekly*

ADVANCE PRAISE for *The First Mile*:

**Clayton M. Christensen, Kim B. Clark Professor of Business Administration, Harvard Business School; author, *The Innovator’s Dilemma***—

“I like this book *a lot*. Scott shows that while the probability of any specific business idea being successful is quite small, there is a set of principles and processes that are very reliable in building new businesses. They guide you away from strategies that won’t work, toward those that will.”

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“*The First Mile* is a deeply pragmatic and insightful playbook that every aspiring entrepreneur should read. I wish I had this book when I started building my company eight years ago.”

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**Bruce Brown, retired Chief Technology Officer, Procter & Gamble**—

“Scott Anthony has done it again. Reflecting his unique experience as a consultant, a student, and a practitioner of innovation, *The First Mile* is a valuable and practical guidebook that will help you significantly improve your innovation output.”

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About the Author

**Scott D. Anthony** is the managing partner of Innosight, a global strategic innovation consulting and investment firm. Based in the firm’s Singapore offices since 2010, he has led Innosight’s expansion into the Asia-Pacific region as well as its venture capital activities. He is a sought-after strategic adviser and the author or coauthor, most recently, of *The Little Black Book of Innovation* and *Building a Growth Factory*.

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