

## Innovation vs Optimization (vsdiff.com)

Feature	Innovation	Optimization
<b>Definition</b>	Create new ideas or products that improve performance or fulfill new needs.	Enhance existing processes or systems for better efficiency and effectiveness.
<b>Goal</b>	Transformative growth and market differentiation.	Maximize resource utilization and minimize waste.
<b>Risk</b>	High risk due to uncertainty and potential failure.	Lower risk; built upon established methods.
<b>Time Frame</b>	Long-term focus, aiming for groundbreaking changes.	Short-term focus, addressing immediate issues.
<b>Example</b>	Smartphones, electric cars, and AI systems.	Improving supply chain logistics or reducing energy consumption.

Source: <https://vsdiff.com/innovation-vs-optimization/>