



# MAVERICKS



**MAVERICKS**

Visionaries, who offer new solutions to existing problems beyond short term fixes, by imagining possibilities that ordinary individuals hadn't thought of

Our understanding of the transition from Innovator to Early Adopter on the innovation diffusion would be incomplete without also bringing in another type of Innovator on board. We'll dub them Mavericks.

For most part, Mavericks are driven by the desire to make the world a better place, rather than the mere pursuit of profits. There is a wide spectrum of characters here, ranging from inventors to entrepreneurs, from dreamers to activists. They are experimenting with new ideas with various degrees of success. At the incubation stage of a new cool cycle, for many, business acumen is not necessarily their forte.

Some Mavericks (pioneers of new ideas) will become successful businesses. Others will fail. When enough momentum builds up, their ideas will also become opportunities for the more business savvy. Such entrepreneurs will be tapping into that potential by turning those ideas into viable business models. In this case, the purpose will be profit. By this time, the Early Adopter is already incentivised, as the Maverick Innovators would have done the exploratory and risky side of market research, as it were. By this time, we'll be en route to the Early Majority and beyond the scope of our model.

Mavericks are on the outskirts of the-first-to-know messenger continuum because, in the vast majority of cases, Mavericks are not part of the Alpha Trend Setters' networks of one-to-two degree connections and are therefore separated from the centre of the zeitgeist. This means that in terms of cool ideology (the self-conscious elitism required to be effortlessly cool), Mavericks haven't got enough street kudos. What bounds them together, instead, is that Mavericks are reacting against the same macro climate as the Alphas by exploring alternative scenarios. Theirs will be premised on the same values as those of the Alphas. The-first-to-know model is only interested in such Mavericks.