



Our guiding principles of engineering and innovation:

- A technology “push” must have a market “pull”
- Trying to be all things to all people can lead to average results
- Waiting for a miracle is not an acceptable course of action
- Innovation is evolutionary not revolutionary
- Fundamental assumptions are moving targets
- Scientific rigor is often at odds with agility
- Fail early in order to succeed sooner
- Synthesize results in a written format to share with others
- Innovation is non-linear, iterative and uncertain
- It is difficult to see the implications of innovation a priori
- Innovation is a cultural mind set and is insight driven

