



微创新概述

2017 第二届“中国电商讲师大赛”（华南赛区）暨第三届“中国电商好讲师大赛”

不改变产品整个功能和格局，把产品属性重新排列组合，区别市场上的同类产品，这就是微创新。



微创新ABC三部曲

2017 第二届“中国电商讲师大赛”（华南赛区）暨第三届“中国电商好讲师大赛”

A：市场分析(analyze)

B：找到痛点 (benefit)

C：重新组合 (creative + cost)



微创新分类

2017 第二届“中国电商讲师大赛”（华南赛区）暨第三届“中国电商好讲师大赛”

一：使用场景创新

二：功能创新

PetSafe Interior 2-Way Locking Cat Door, White

Price: \$6.06 & FREE Shipping on orders over \$25. Details

4.5 out of 5 stars (899 customer reviews) | 78 answered questions

Includes: 1 Cat Door

ASAP Price: \$14.99

Save: \$8.93 (59%)

In Stock

This item does not ship to China. Please check other sellers who may ship internationally. Learn more

Ships from and sold by Amazon.com. Gifts-wrap available.

- Perfect solution to give your cat access to the litter box or food through any interior door, while helping keep the dog or kids out
- Simple installation with included instructions, cutting template and hardware included
- 2-way slide lock to open flap or close flap to keep your cat from using the cat door
- High-impact, white plastic frame with a transparent, hard flap that cats prefer for comfort and ease of use
- For small cats or dogs 15 lbs. or less, flap opening cut 5.0" W x 3.1" H
- For installation only in interior doors 1/2" to 2" thick
- Call, chat or email with our expert US-based customer care specialists, six days a week, they are waiting to assist you and your pet with your product needs
- PetSafe Brand is an industry leading US manufacturer of pet behavior, containment, and lifestyle products since 1991, helping millions of people and pets each year!


Compare with similar items

Additional Information

This item is available because of the A-to-Z program

The A-to-Z program allows sellers to offer thousands of low-priced items that would be cost-prohibitive to ship on their own. These items ship with qualifying orders over \$25. Details

© 1996-2016 Amazon.com, Inc. or its affiliates





Made in the USA

Door Buddy Adjustable Door Strap & Latch. Easy To Dog Proof Litter Box. No More Pet Gates Or Cat Doors. Convenient Cat & Adult Entry. No Foots Installation. Stop Dog From Eating Cat Poop Today!

Price: \$15.94

Buy 1, get a discount on selected products (if applicable promotion) *

In Stock

This item does not ship to China. Please check other sellers who may ship internationally. Learn more

Sold by: [Wills and Furbies by Amazon](#) (48% up available)

Color: Grey

3M ADHESIVE TAPE: Forms a solid bond to any type of interior door for a strong hold.

ADJUSTABLE STRAP: Set the perfect width of door opening to fit your needs.

LOCK/UNLOCK LATCH: Easy one touch provides adults with quick and convenient access to room.

Full overview: [amazon.com](#)

- DOOR BUDDY → The simple Door Latch that will keep your dog (if slightly larger than cat) out of the room with the cat food and litter box while still allowing your cat to have easy access.
- SIMPLE ALTERNATIVE → Door Buddy may be simple, but it works! Why struggle with pet gates that are bulky and cumbersome to use? Why not a permanent hole in your door to install an interior cat door? Why force your cat to jump into and use a top entry litter box that may make her feel trapped? By Door Buddy, first and foremost, for yourself! Why your cat is jumping into and use a top entry litter box that may make her feel trapped?
- INSTALLS IN SECONDS AND IS EASY TO USE → Just peel and stick to the door and door frame using the strong 3M adhesive (EXTRA included). The simple lock and release both allow you to use them whenever you need to open the door to your cat and convenient access to the room.
- ADJUSTABLE AND CUSTOMIZABLE → Use the adjuster on the strap to make the width of the door opening wider or narrower to work with the exact size of your cat and dog. You can even slide the position where you stick the plastic piece to make it further customizable. Or install on the back of the door to make it stronger, especially for larger and more persistent dogs. Compatible with all types of doors from bi-fold doors to pocket doors and even double doors.
- HOW DOES IT WORK → Door Buddy allows the door to any interior room to open just wide enough so cats can easily enter or exit, but at the same time keep it narrow enough so dogs (if slightly larger than cat) cannot get in. Sometimes keeping the piece in a household with both cats and dogs can be frustrating and a challenge. Door Buddy provides an easier and less cumbersome way to give cats a space of their own.

New! From \$15.94 & FREE shipping on orders over \$25.00. Details.

婴幼儿宝宝玩具抽屜锁多功能长锁扣儿童安全锁

12.1-12.19 买满指定金额 享1220让利5%~8% 每天还可抽惊喜 144355+4325670667

1220满入券

¥0.63	¥0.62	¥0.59
¥0.64	¥0.62	¥0.63
3-99个	100-999个	>1000个

权益: 享受会员权益, 指定商品享受更多权益

物流: 浙江金华 至 广东广州 快递 ¥5

实际到手价: 24-48.4折 可领取优惠券: 49.807%

成交评价: ★★★★★ 348321个成交 18609条评价

立即购买 加入购物车

支付方式: 支付宝 网上银行 银联支付 花呗支付 京东支付 微信支付 银联

微创新要注意问题

2017 中国创新创业大赛 第二届“中国电商讲师大赛” (华南赛区) 暨第三届“中国电商好讲师大赛”

01 不要侵权 (外表和功能)

02 申请专利



总结

2017 第二届 中国电商讲师大赛 (华南赛区)
暨第三届 中国电商好讲师大赛

A 市场分析(analyze)

B 找到痛点 (benefit)

C 重新组合 (creative+cost)



2017 第二届 中国电商讲师大赛 (华南赛区)
暨第三届 中国电商好讲师大赛

THANK YOU