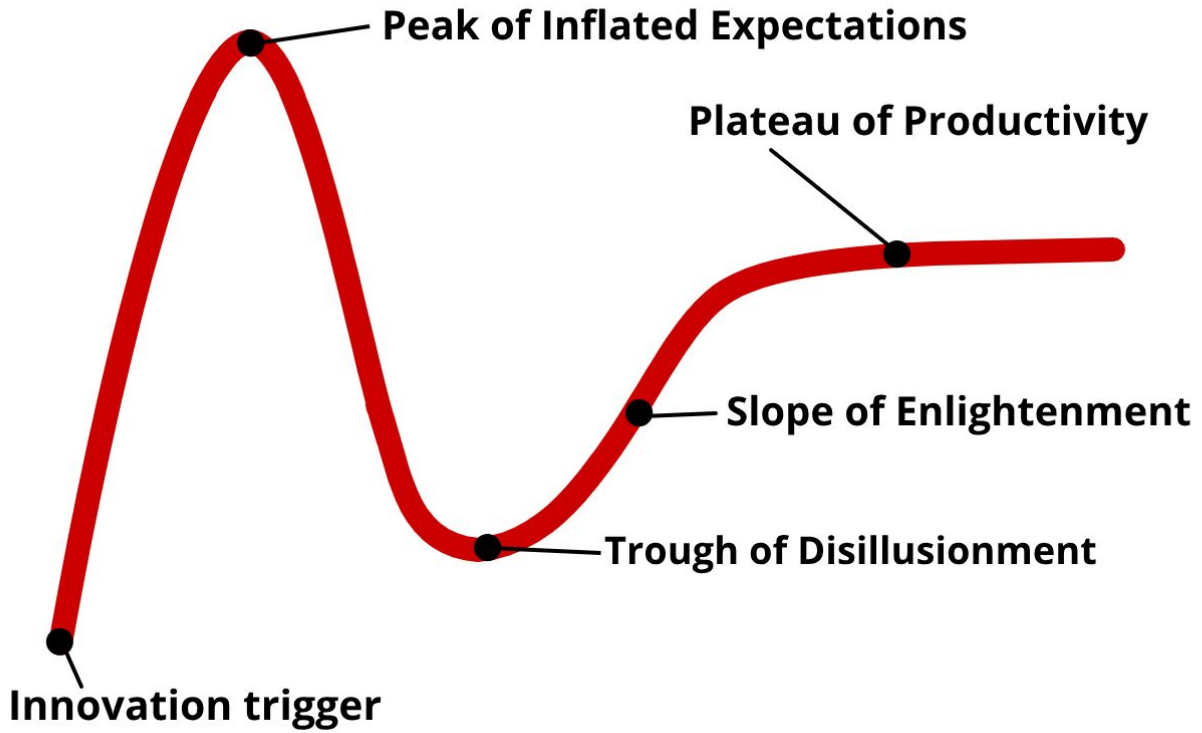


The hidden curves of the Gartner hype cycle

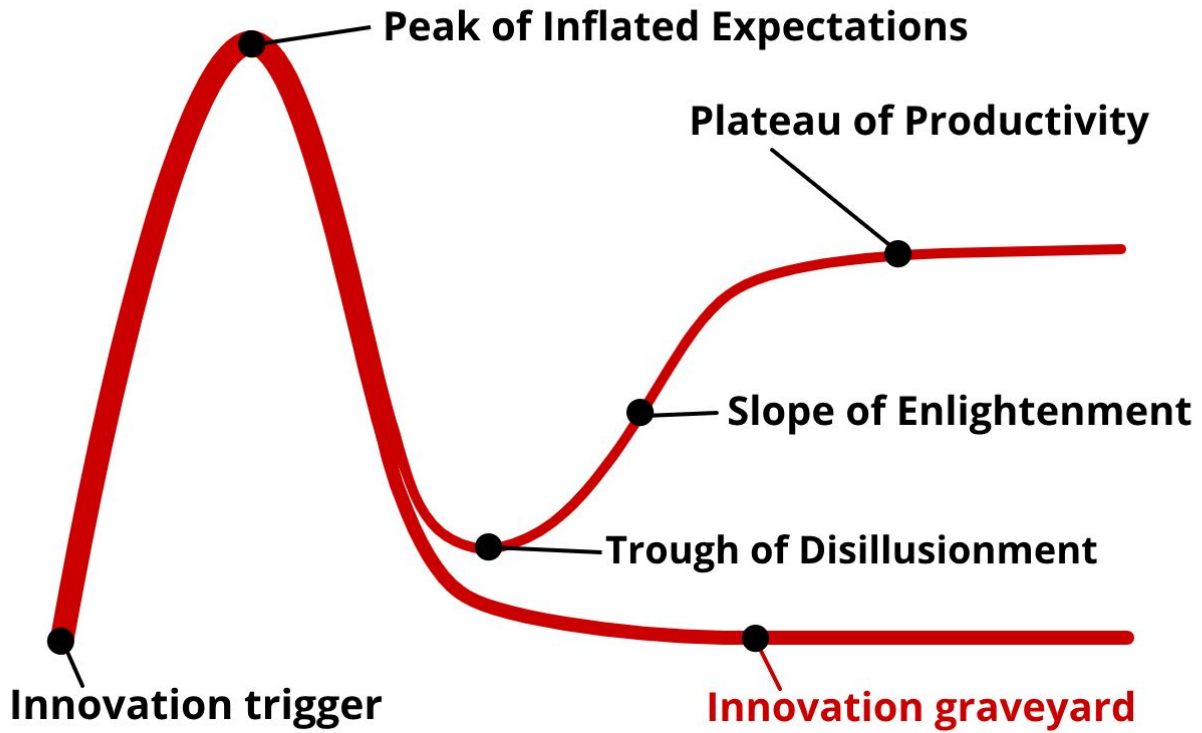


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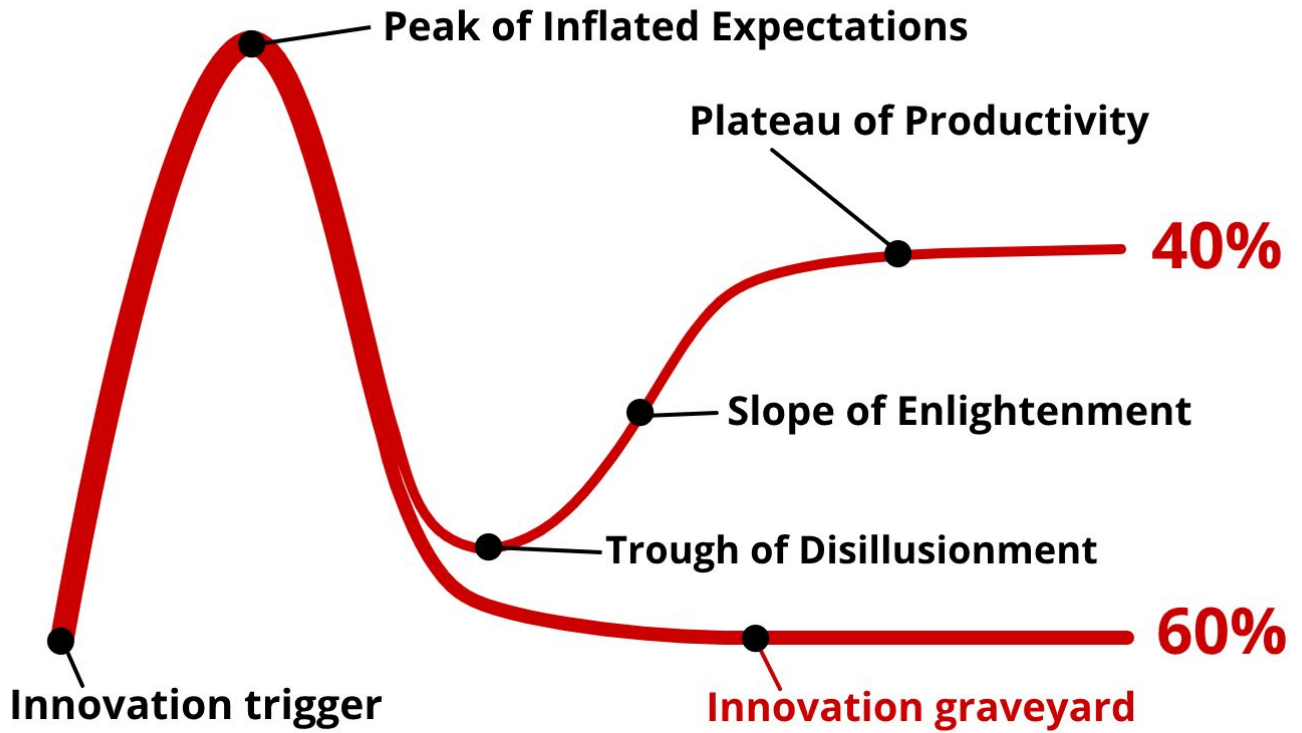
Digital advisor · Economist · Podcaster



The original Gartner hype cycle curve, with its classic 5 stages.

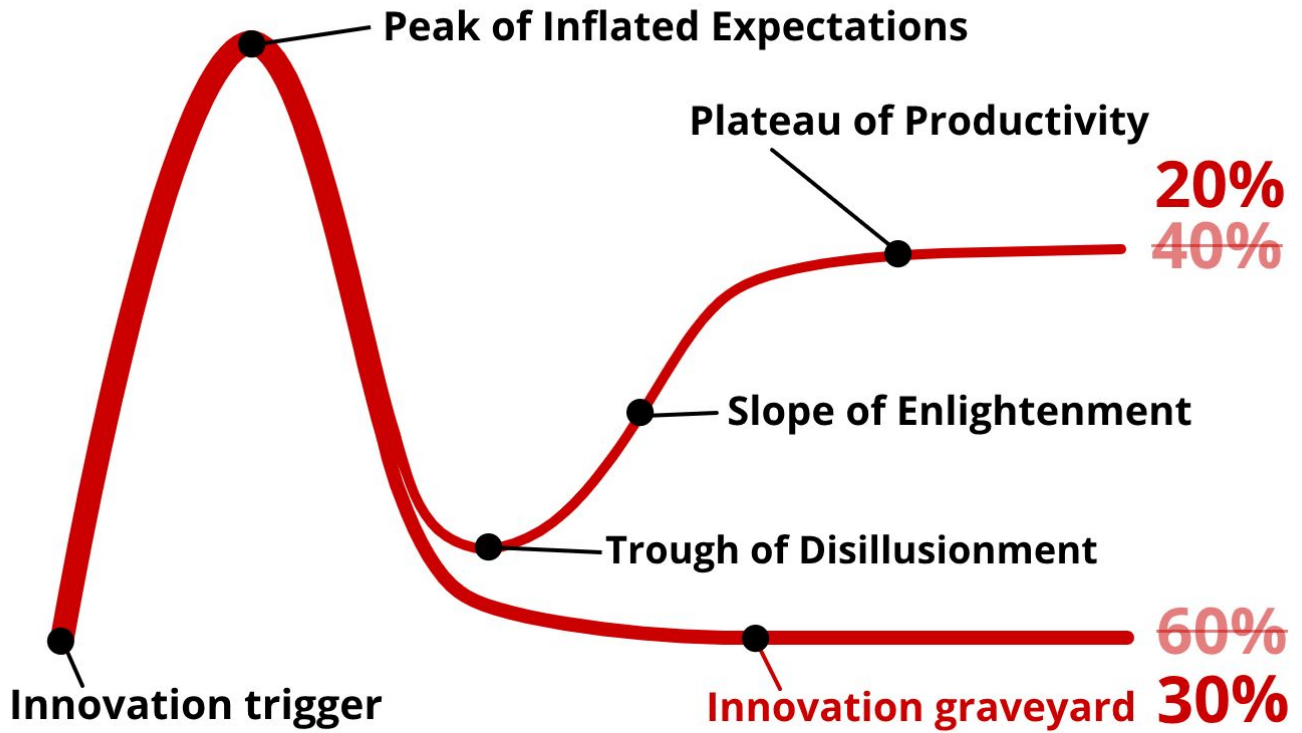


What Gartner doesn't show, is that the trough has two outcomes. Onwards to the plateau of productivity, or down into the innovation graveyard.

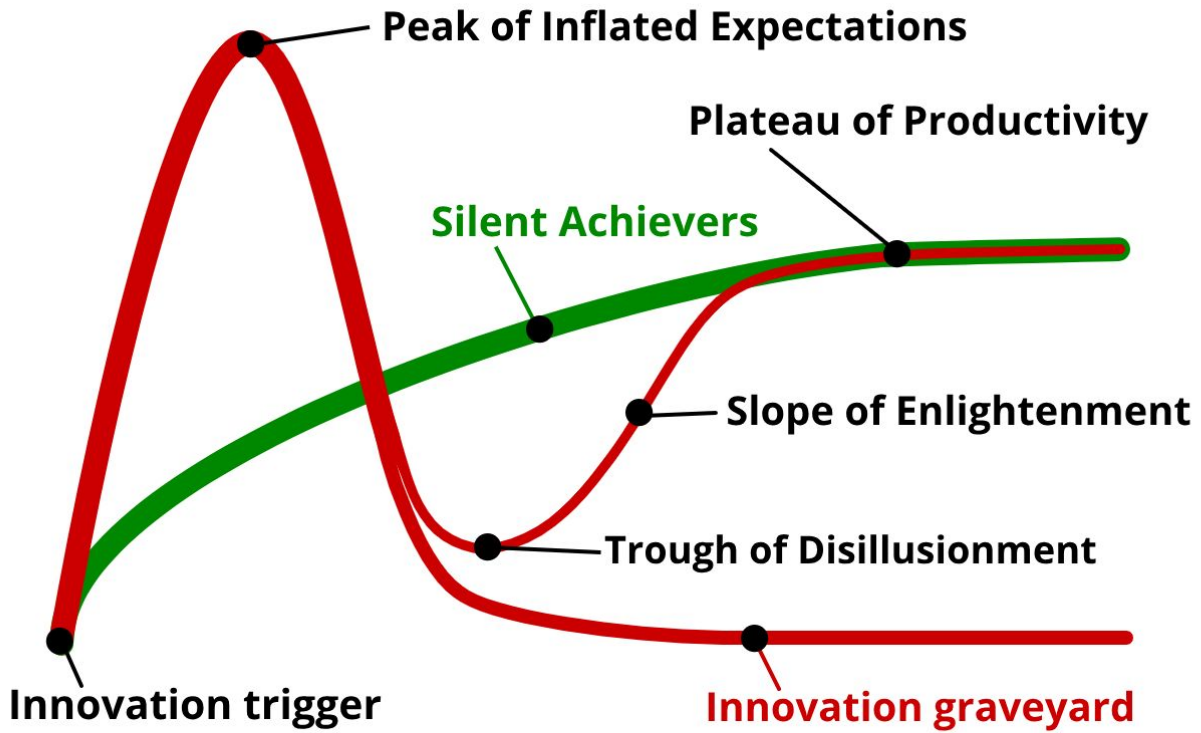


According to analysis by The Economist*, of the innovations that enter the trough of disillusionment, **only 40%** make it to the plateau. The other 60% fade away and never make it out.

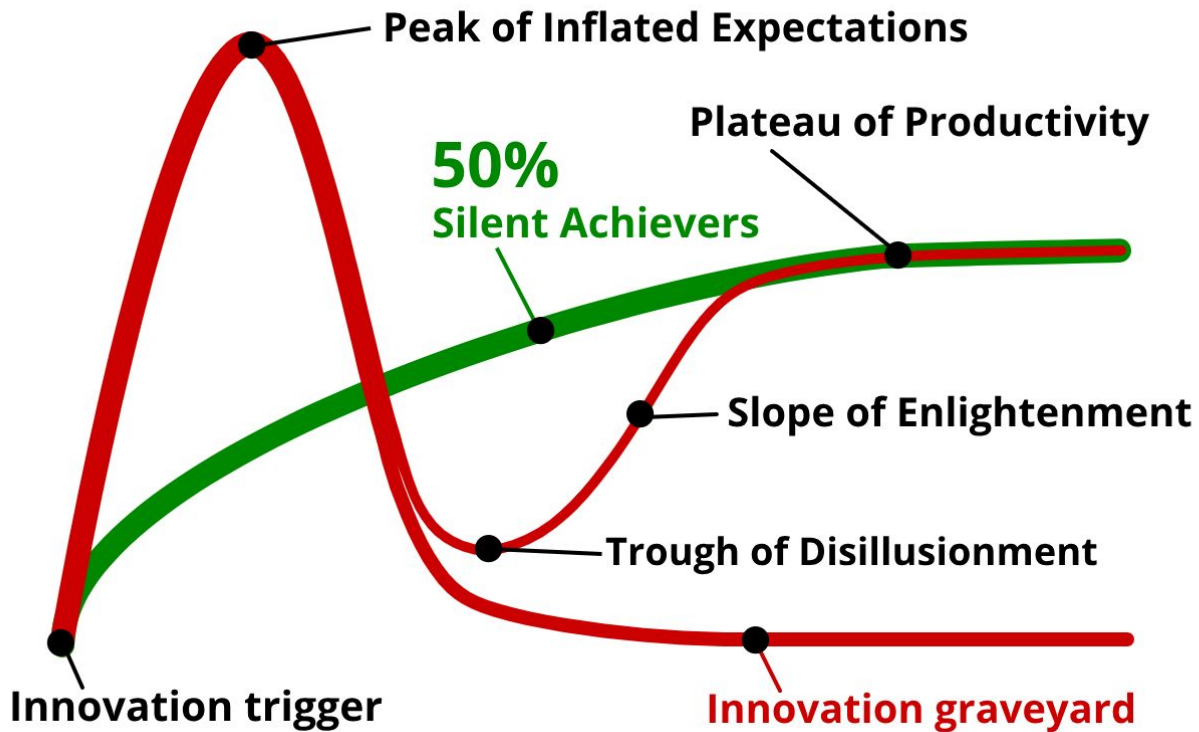
* <https://beant.in/econhype>



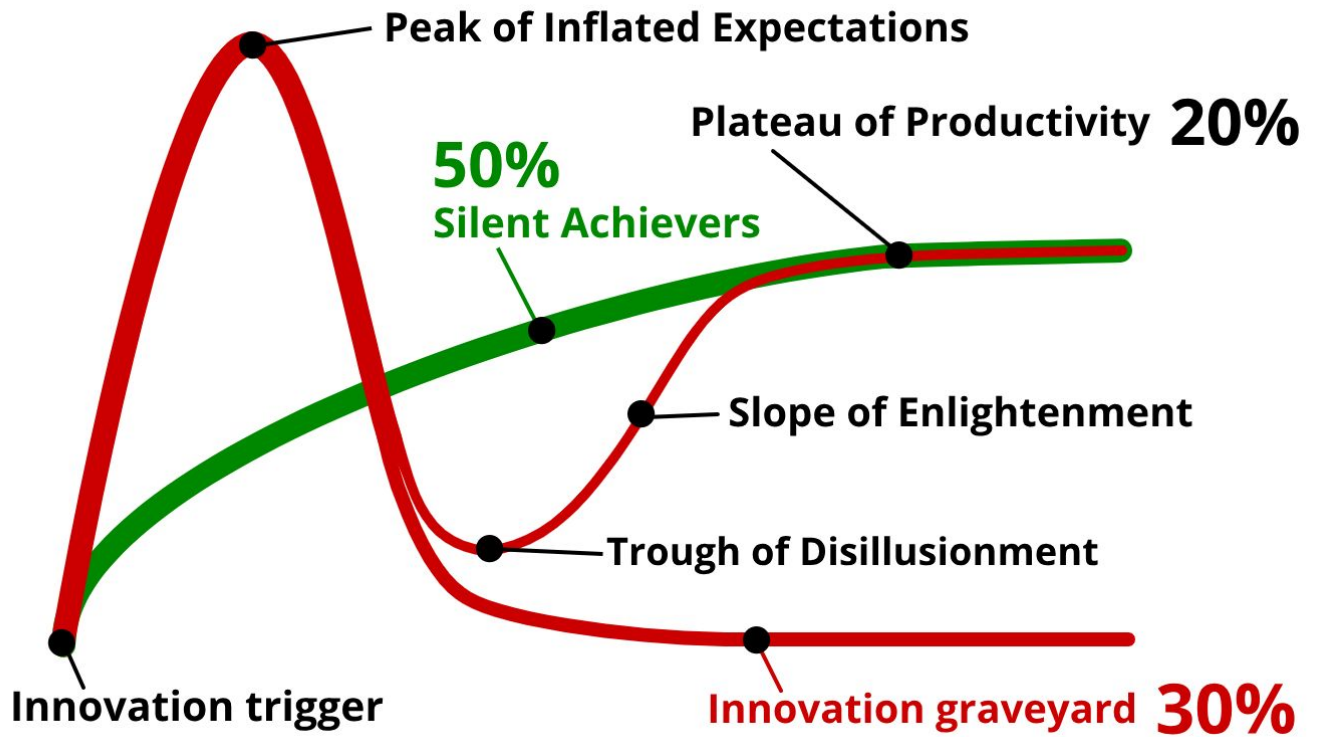
What is also missing from the curve is that only half of innovations enter the trough of disillusionment. So those following the curve to the plateau are, in fact, only 20% of all innovations.



The innovations that avoid the hype, just get on with things. Steadily making their way into the mainstream, avoiding a trough of disillusionment.



Half of innovations are of the **silent achiever** type. The traditional Gartner Hype Cycle curve only represents the path taken by **1 in 5 of innovations**.



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