

# Case study: Bright Tech

The BrightTech story:

BrightTech began as a small startup founded by a group of passionate technology visionaries with the goal of changing the way businesses manage and automate their processes. It was born in the garage of one of the founders who shared a passion for innovation and a desire to bring a revolution to the business world.

The early days were filled with challenges and uncertainty, but the founders never lost their resolve and worked tirelessly to develop their first software products. Their efforts were rewarded when their first product, a business process management system, caught the attention of several small businesses.

As time went on, BrightTech began to develop and grow. The company received its first investment from venture capitalists, which allowed them to expand their development teams and invest in research and innovation. Within a few years, BrightTech became a well-known name in enterprise software solutions and its products have been implemented in various industries around the world.

However, with growing success came new challenges. The company began to face the need to stay competitive and stay on the cutting edge of innovation.

## **Challenges:**

BrightTech faces several challenges in the area of innovation:

**Competitive pressure:** As the company's success grows, competitive pressure from other technology companies increases. BrightTech must constantly innovate and improve its products to maintain its market position and attract new customers.

The technology landscape is constantly evolving and changing. BrightTech must be able to respond quickly to new trends and technologies and integrate them into its products and services to remain relevant in the market.

## **Discussion**

What is the innovation potential of BrightTech?

What evolutionary and radical innovations can BrightTech consider? Be specific and state the pros and cons of these innovations.