

ASP	Innovators	Early Adopters	Early Majority	Late Majority	Late Adopters	Laggards	
100	30,000	130,000	340,000	340,000	130,000	30,000	indi- vidual
1000	3,000	13,000	34,000	34,000	13,000	3,000	SOHO
10,000	300	1,300	3,400	3,400	1,300	300	dept.
100,000	30	130	340	340	130	30	enterprise
AR	3M	13M	34M	34M	13M	3M	100M
AR/TR	3%	13%	34%	34%	13%	3%	100%
Years	3	2	2	2	2	3	14

Table 4.2: A slightly more sophisticated model of the technology adoption cycle for a product with a total revenue (TR) of \$100,000,000 over a lifetime of 14 years in which the annual revenues (AR) follow a bell-like curve. The first four rows of data show the relationship between the average selling price (ASP) and the number of units sold (Units Sold) to reach the annual revenues indicated. The seventh row of the table shows the percentage of the revenue that year compared to the total lifetime revenue. Each market (innovators, early adopters, early majority, etc.) has its own psychology so that there are gaps between the market strategies required for the different segments. The gap between the early adopters and the early majority is sometimes particularly wide, and has become known as the chasm.