

Hastened the Ripening: Innovative process of digital learning industry

Case study: ladder 100.com

Abstract

This article is a story of ripened industry, keeping track of innovative process of the digital content industry originated from Taiwan.

During 2002 to 2006, the ladder digital company were rapidly ripening e-learning products as well as e-learning market. This individual case revealed: under a circumstance of new industry (digital content) and new market (the global network and the rise of Pan-China market), together with the flexible and agile characteristics, Taiwan small and medium enterprises were braved in adventure and dared to have a stunning dream of creating the Chinese's global brand; with such a ventured spirit, it hastened an innovative model of ladder's business, so emerged the ripening of the newly and particularly dynamic process.

In the ripening process, it emerged from the creative spirit, opportunity identification, orientation, resource application, and strategy option to the new valued innovation contexts, from which the innovative foundation that came down in one continuous line, but also in a different way, can be found from the creative course about thirty years prior to the ladder digital company. Within a very short time, ladder's individual case had created a high peak of digital content business. The ladder 100.com e-learning course created a massive yield, and substantially shortens the process from opportunity identification to value creation, during which the ripening key point consists in nimble used of internal and external resources. Because of the issue of resource management, therefore, it resulted in the ripening out of control, so as to pay out an expensive cost. In the process of creative emergence of the ladder100.com, it became a precious lesson for the development of digital industry.

The ladder digital company created the "hastened the ripening" in the e-learning industry and development, and ripens the 4th year creation crisis. In the whole process, what we may see is not only Taiwan's e-learning industry and digital-content industry, but also the opportunity and challenge of Taiwan's knowledge-based industry.

Key Words: Digital Content; E-learning Course; Innovation Industry; Ripening