

The S-curve is a commonly used model to depict the adoption and diffusion of innovation within a population. The S-curve for innovators provides insights into the initial stages of adoption and lays the foundation for subsequent phases of growth and diffusion. Innovators are willing to take risks and explore new possibilities, but the broader population is generally hesitant to adopt the innovation. This is the stage where the innovation starts to gain traction among early adopters, who are influenced by the innovators and see the potential benefits of the new technology. The rate of adoption increases significantly during this phase, and the innovation begins to penetrate a larger portion of the target market. The complete adoption curve takes into account the entire population and the different categories of adopters, ranging from innovators to laggards. When it comes to the S-curve for innovators, it refers to the pattern of adoption among the earliest adopters of a new technology or innovation. Innovators are a small group of individuals who are typically the first to embrace and adopt a new idea, product, or technology.^{2,3}