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and expansion of the  
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Technology Adoption  
Life Cycle—which  
begins with innovators  
and moves to early  
adopters, early  
majority, late majority,  
and laggards—there is  
a vast chasm between  
the early adopters and  
the early majority.

While early adopters  
are willing to sacrifice  
for the advantage of  
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the abyss and the main market of hi-tech products are divided by

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Geoffrey A. Moore is the author of two bestselling books on the development of high-tech markets: Crossing the Chasm and Inside the Tornado.

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He is chairman of The Chasm Group, which provides marketing strategy consulting services to hundreds of high-tech companies. He is also a venture partner with Mohr Davidow Ventures, a venture capital firm.

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“Crossing the Chasm” by Geoffrey A. Moore is still considered a bible for high tech entrepreneurs. It suggests that there is a chasm midway the technology adoption cycle, right between the early adopters (visionaries) and the early majority (pragmatists). And it explicates what a startup should do to cross it.

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Geoffrey Moore (born 1946) is an American organizational theorist, management consultant and author, known for his work *Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers.*

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Geoffrey A. Moore is a managing partner at a consulting firm in San Mateo, California, and a partner in a venture capital firm in Menlo Park, California. He is the author of Inside the Tornado, The Gorilla Game and Living on

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