

### *Tech- Celeration*

This kind of rapid adoption of emerging technologies has been called “tech-celeration” and it’s the type of innovation that has been given the biggest boost around the world by the pandemic. An example of tech-celeration was what happened in the National Health Service in England where a system to make possible video-calling was effectively built over a weekend and then rolled out to doctors across the country. Tech-celeration is pushing companies further and faster into the future.

History shows that innovation often thrives during times of crisis. Take the financial crash of 2008 which led to the widespread adoption of cloud computing. The cloud had been around since the early 2000s, but it gained a new footing as the economic slowdown took hold. Companies were very often reluctant to try cloud computing for fear of insecurity but after giving it a try found it much cheaper and more secure. Since then, cloud computing has expanded very rapidly as well as accelerating the adoption of developing technologies.

### *Inventions and Innovations*

Crises can also foster the development of entirely new ideas. A good example of a crisis that led to lots of invention would be the second world war, first digital computers which are used for codebreaking, jet engines that paved the way for mass air travel, nuclear technology used for weapons and energy generation and the first rockets.

When it comes to new ideas, covid-19 has left its mark in the field of medicine where researchers around the world have pioneered new techniques in the development of vaccines. It has led to multiple teams producing vaccines in months rather than years using entirely new technologies in some cases and seem to work extremely well.

### *Fast- Food Delivery & Mergers and Acquisitions*

In most industries, the pandemic has boosted innovation by forcing companies to adopt new ways of doing things purely as a matter of survival. As businesses throughout the hospitality industry have been forced to adapt, the pandemic has fuelled the rapid growth of the meal-delivery industry. Globally, the total revenue of this industry is now expected to reach \$182bn by 2024, an increase of more than a third from the projected level in 2020. When the pandemic recedes, the innovative mindset many businesses have been forced to embrace, looks set to linger.