

# *Key Capabilities & Services*



# *Innovation Spectrum*<sup>TM</sup>

## Overview

- ***Innovation Spectrum*** works with companies to drive **profitable results through**
  - Product and Package Innovation and Development
  - Developing Critical Consumer and Technology Insights and Linkages
  - Technology Scouting©
  - Technology Reformatting©
  - Strategic Planning for Product and Package Development
  - Enhancing Organizational Innovation Effectiveness
- **Broad consumer product category experience**

Fabric Care	Personal Care	Food Products
Dish Care	Household Care	Children & Adult Art & Stationery
DIY Home Care	Medical Care	Adhesives, Paints, and Inks
- **Extensive functional expertise and capabilities**

Product & Package Innovation	Consumer Understanding	New Product Processes/Systems
Product & Package Development	Cost Savings/Productivity	R&D Project Portfolio Development
Delivery System Development	R&D Effectiveness	Intellectual Property Strategy
Institutional Innovation	Technology Forecasting	Technology Monitoring
- **Proven track record**
  - Successful, innovative new products and packages
  - Profit enhancing initiatives
  - Refining technology into superior new products and new businesses
  - Identifying new consumer-based product and package opportunities
  - Integrating innovation into both established and new businesses
  - Establishing profitable strategic alliances

# *Innovation Spectrum*<sup>TM</sup>

## **Key Capabilities**

- **Product and Package Innovation and Development**
  - Over 50 years experience developing **successful consumer products across many broad product platforms** including household care, personal care, food, art & stationery, DIY home improvement, and medical care.
  - Strong **technology leaders in world class consumer product companies**. Responsible for setting new product and technology direction for growth strategies.
  - Focused program and project delivery. Delivered over **70 new growth initiatives** to the marketplace providing over **\$1 Billion in revenue**.
  - Responsible for the issuance of over **50 patents**.
- **Product and Package Optimization**
  - Product and Package Improvement. Delivered **product and package improvements that corrected consumer issues, established product superiority and enhanced usage**.
  - Cost Savings. Delivered over **\$60 million in cost savings without denigrating quality or consumer acceptance**.
- **Consumer Insight Generation and Leverage**
  - Ability to develop and leverage consumer insights to drive product and package development. Delivered **step change results for Fortune 500 companies**.
  - Translation of consumer wants and needs into technical requirements/specifications for product and package development. Delivered insights that **accelerated new product development timetables and exceeded performance objectives**.
  - Applied Technology Forecasting Techniques to consumer solutions to develop **multi-million dollar new business platforms**.
- **Broad Consumer Product Category Knowledge**
  - **Household Care, Personal Care, Food, Art & Stationery**. Broad base allows *Innovation Spectrum* to take your company in new innovative directions.
  - **Reformatting of technology across product categories to deliver innovation**. Extensive knowledge of technologies across a broad range of disparate industries provides creative cross-fertilization and bundling of technologies to create unique solutions.

# *Innovation Spectrum™*

## **Services Provided**

- **Product and Package Innovation and Development**
  - From conceptualization through commercialization
- **Developing Critical Consumer and Technology Insights and Linkages**
  - Development and integration of critical consumer and technical insights necessary to drive product innovation and superior product and package development
  - Consumer and Technology Trend Forecasting
- **Strategic Planning for Product and Package Development**
  - Project Portfolio development and management
  - Intellectual Property strategy
  - Marketplace and Industry analyses
  - Strategic Technology Partners identification
  - Technology Monitoring and Threat Analysis
- **Enhancing Organizational Innovation Effectiveness**
  - Identifying and implementing Best Practices
  - Working with organizations to become more consumer focused
  - Working with organizations to identify external opportunities
  - Tools and processes to enhance innovation and new product development success rates
  - Infrastructure development
- **Technology Scouting©**
- **Technology Reformatting©**
- **Disruptive Challenges©**

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## **Summary**

*Innovation Spectrum* offers a number of services to help your company prosper:

- Product and Package Innovation and Development
- Developing Critical Consumer and Technology Insights and Linkages
- Strategic Planning for Product and Package Development
- Enhancing Organizational Innovation Effectiveness
- Technology Scouting©
- Technology Reformatting©
- Disruptive Challenges©

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