



Know, Evolve, Thrive
Innovation Re-imagined



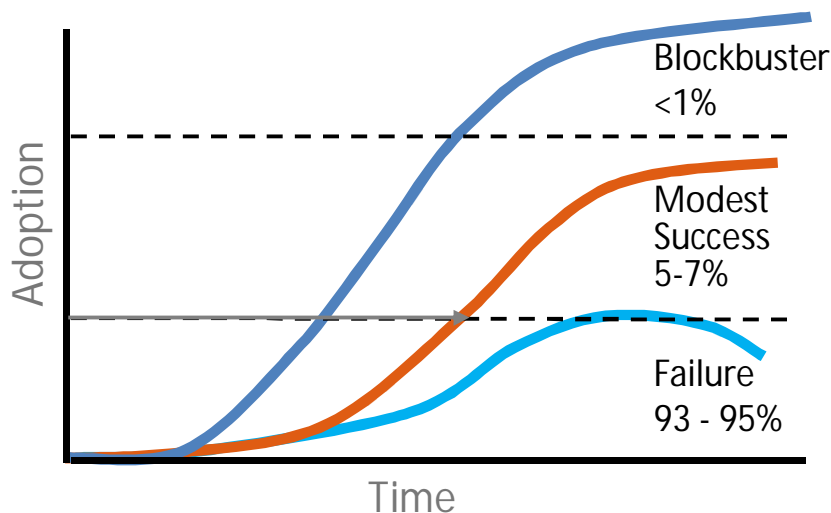
Innovation is about ADOPTION

People adopt products, services *and* ideas...

- Nothing happens *until something is adopted*
- Innovation isn't what innovators *do*... *It's what customers and clients adopt*
- Customers and clients – *not inventors* – determine if ideas become innovations

Michael Schrage

Adoption is the Innovation Scorecard



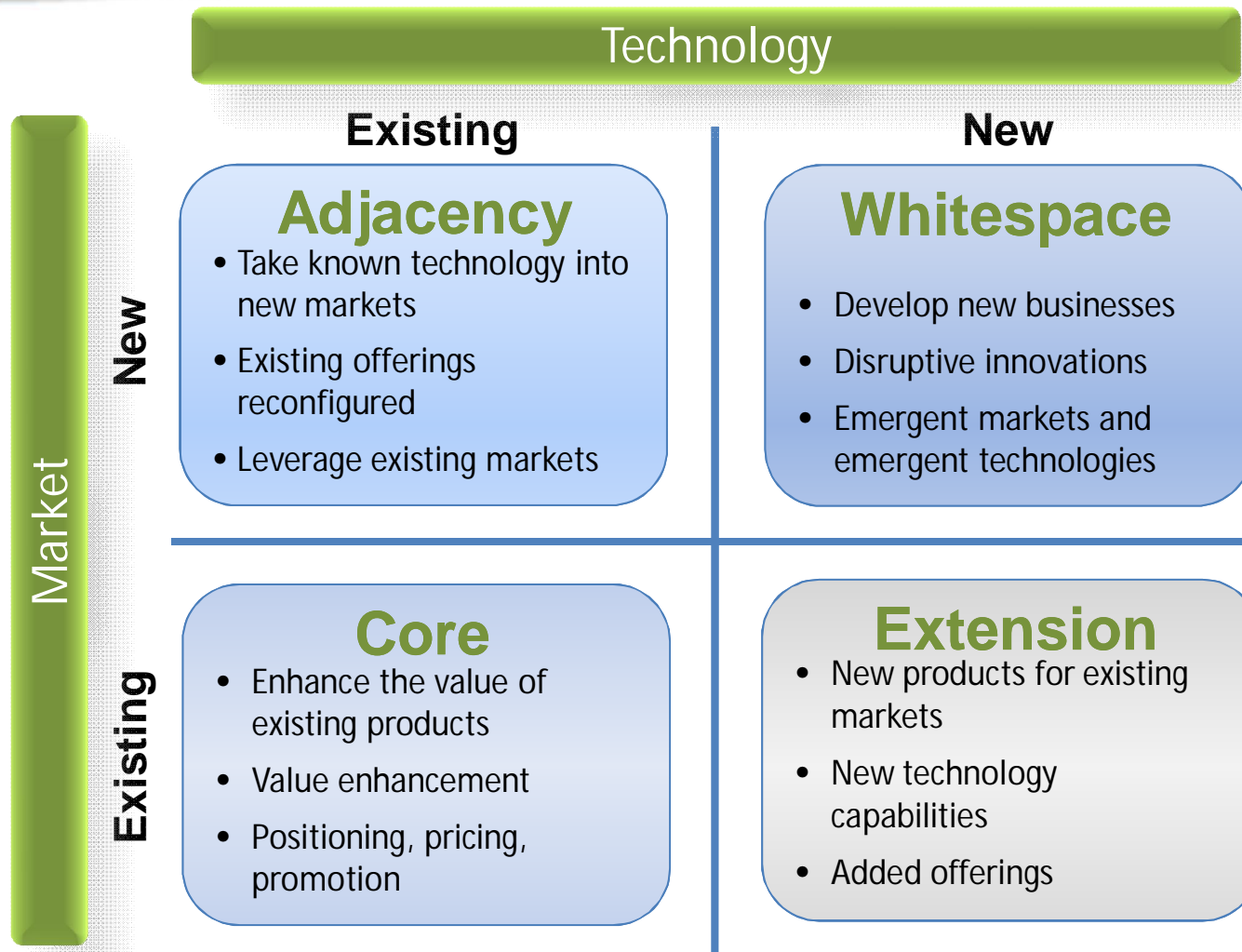
Innovation IS NOT...

- ... inventing
- ... coming up with good ideas
- ... problem solving or creativity
- ... new technology
- ... cool design

Innovation IS ...

- ... creating experiences people value
- ... the application of invention
- ... transforming knowledge into money

Innovation for all Situations



The Inovo Company

Our mission is to understand the processes of innovation, create world-class innovation methods and tools based on this understanding, practice them with our clients to create value, and share them with the world.

- History & Background

- Founded in 2001 with merger of Exponential Innovations and Cognitive Biosciences
- Researched and developed the core innovation technology over a 25 year history of innovation successes
- Over 50 successful innovation projects ranging from one-month to multi-year efforts
- Developers of the innovation course taught at both the Ross School of Business and at the new Medical Innovation Center at the University of Michigan

Inovo's Efforts

Innovation R&D

- Research in innovation, cognitive science, behavioral economics ...
- Methodology development testing and enhancement
- Innovation Tools and Techniques and software support systems



Innovation Projects

- Community forward – customer research and modeling
- Technology forward – technology scouting and effects mapping
- Solution Forward – Test and validate new offerings

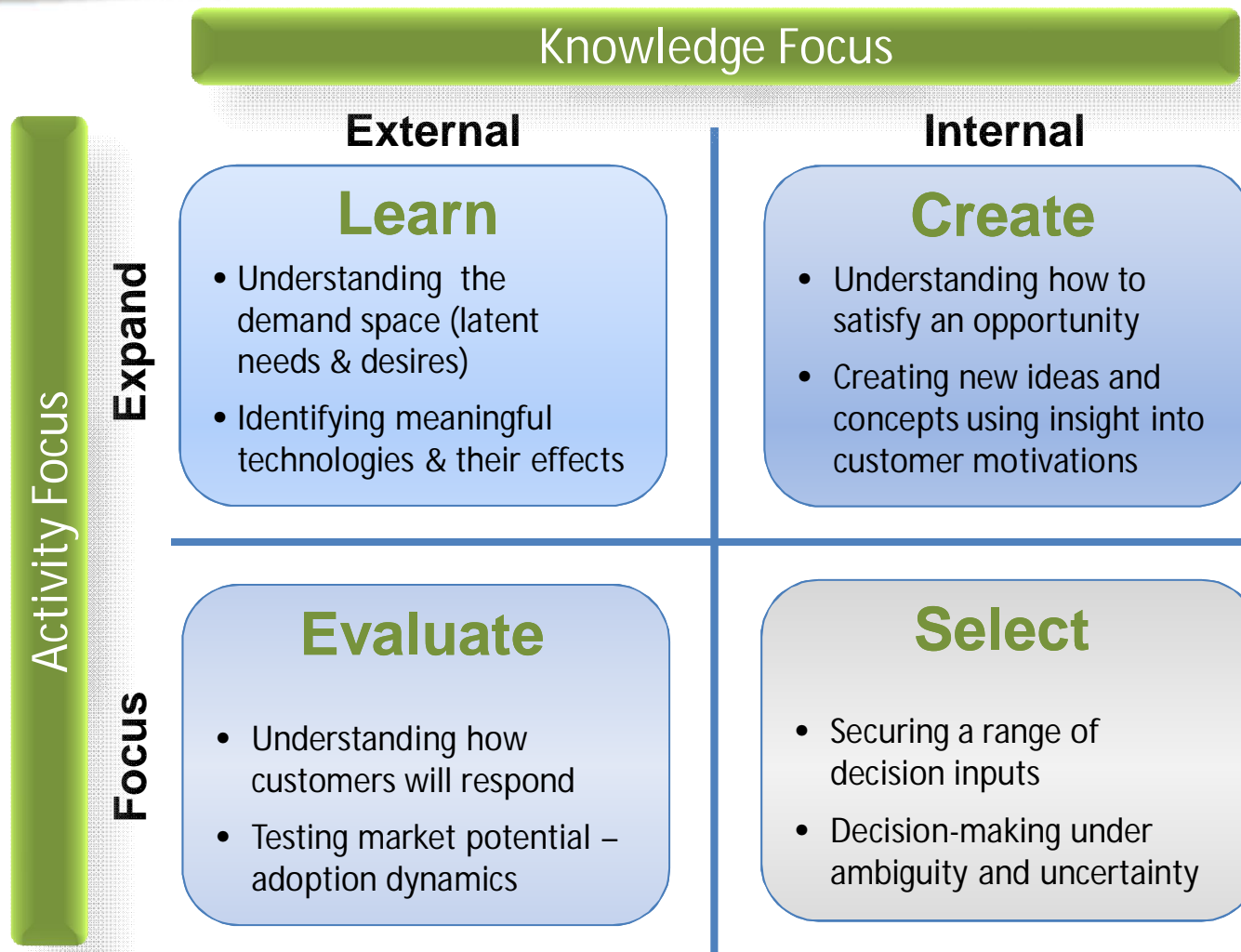


Innovation Training

- Innovation courses – Ross School of Business
- Workshops – Full-day or half-day; open or custom
- Seminars and talks – on theory or practice
- Project mentoring – Learn-by-doing



Essential Front-End Capabilities



Tools, Methods, Projects and Process

New Tools and Methods

- A suite of new tools and methods that improve on a company's capabilities from customer insight to opportunity discovery to front-end decision making and more



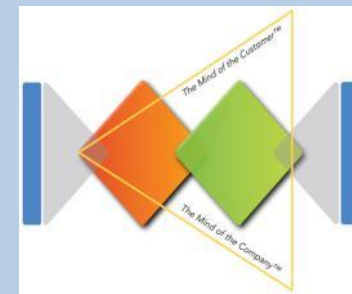
Immediate Innovation Results

- Spend 2 to 6 months on a collaborative project to create new, innovative, distinctive and dominant offerings that will drive significant growth



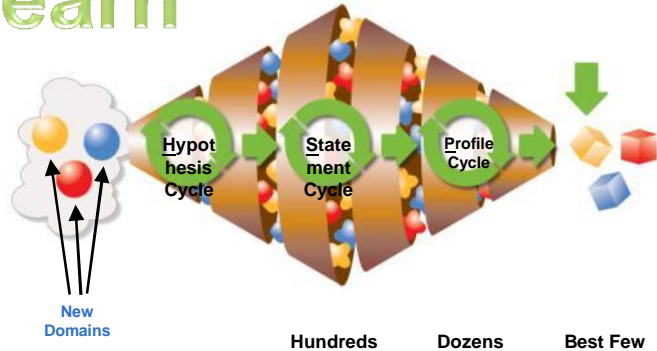
A Complete Innovation Process

- A comprehensive, proven and effective front-end innovation process that encompasses everything from strategic domain selection through the design of new offerings



New Tools and Methods for Innovation

Learn



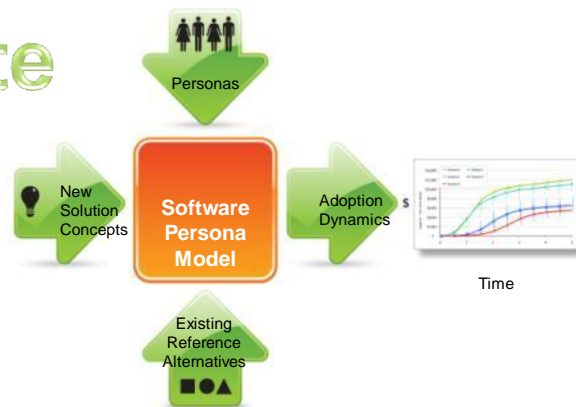
New methods to find opportunities

Create



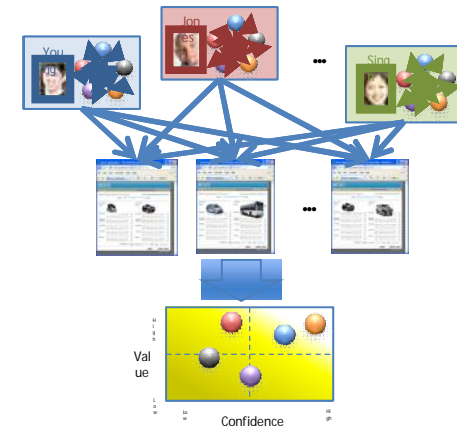
New methods for customer insights

Evaluate



New methods to test adoption

Select

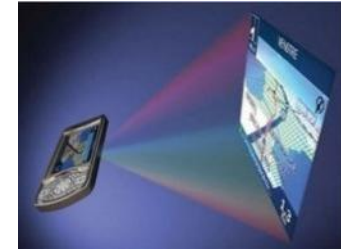


New methods to make decisions

Example Outcomes

Green Laser - Corning

Had a technology – wanted to understand value
Surprise insight: social draw, not business
At bottom of the value chain – know the customer
Coming to your cell phone in 2009



Intelli-tow - Yazaki

How can we add value to current customer base?
Surprise insight: towing concerns
Changing the towing experience in place for the last 25 years
Introduced as OEM truck option in 2009



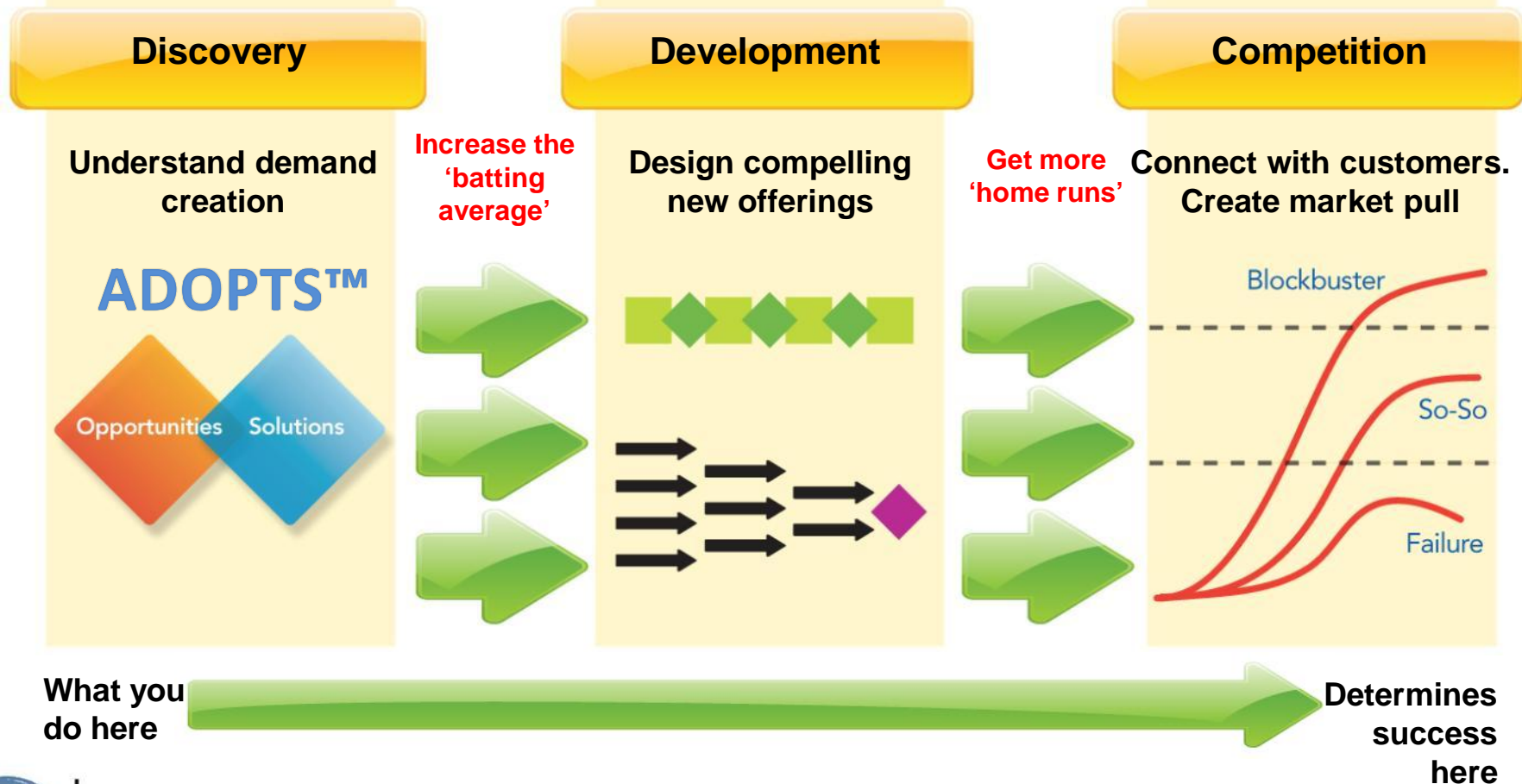
Retail Opportunities – Best Buy

Dozens of potential new opportunities – which are 'best'
Surprise insight: what both fits *and* extends the brand
Multiple implementation options – immediate impact
Organizational buy-in – clarity on what to do

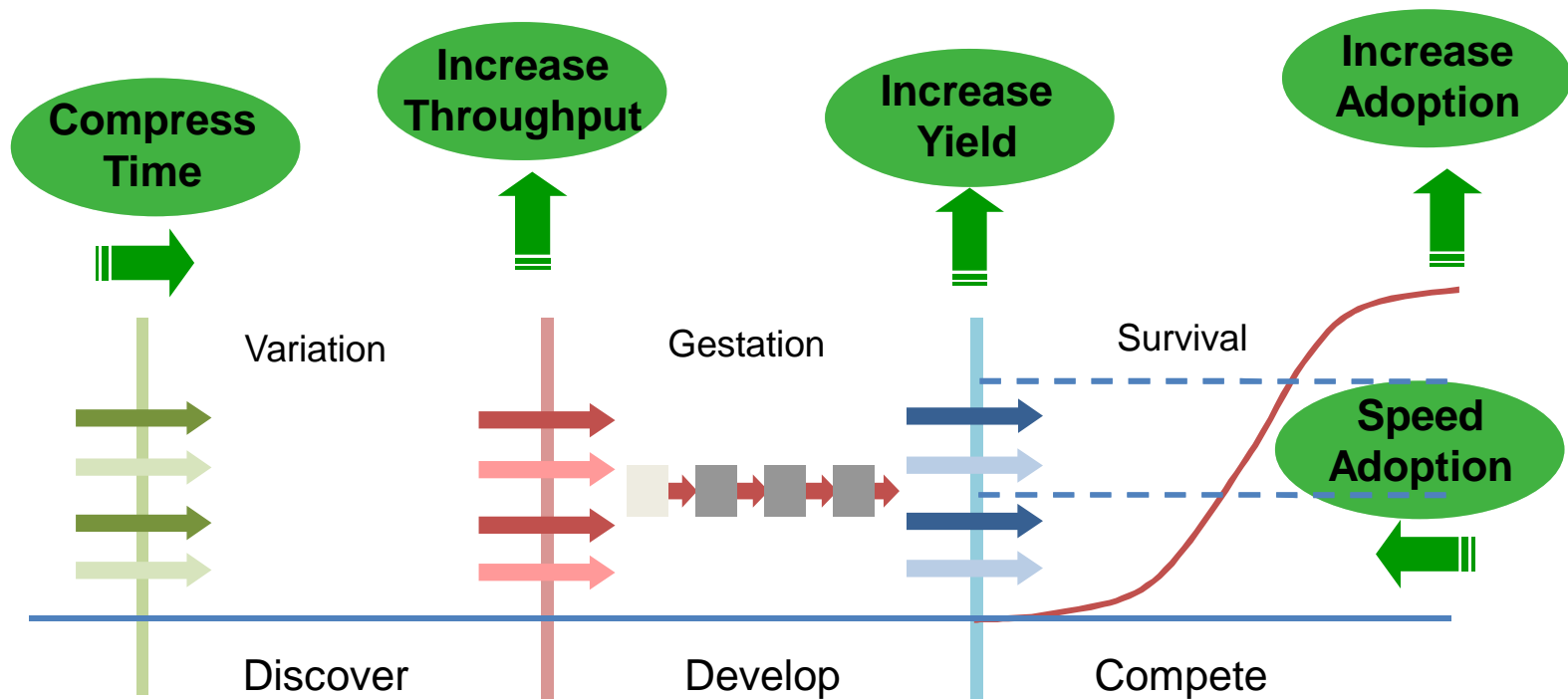


The Front End Determines Success

The front-end requires new ways of learning, synthesis and decision making

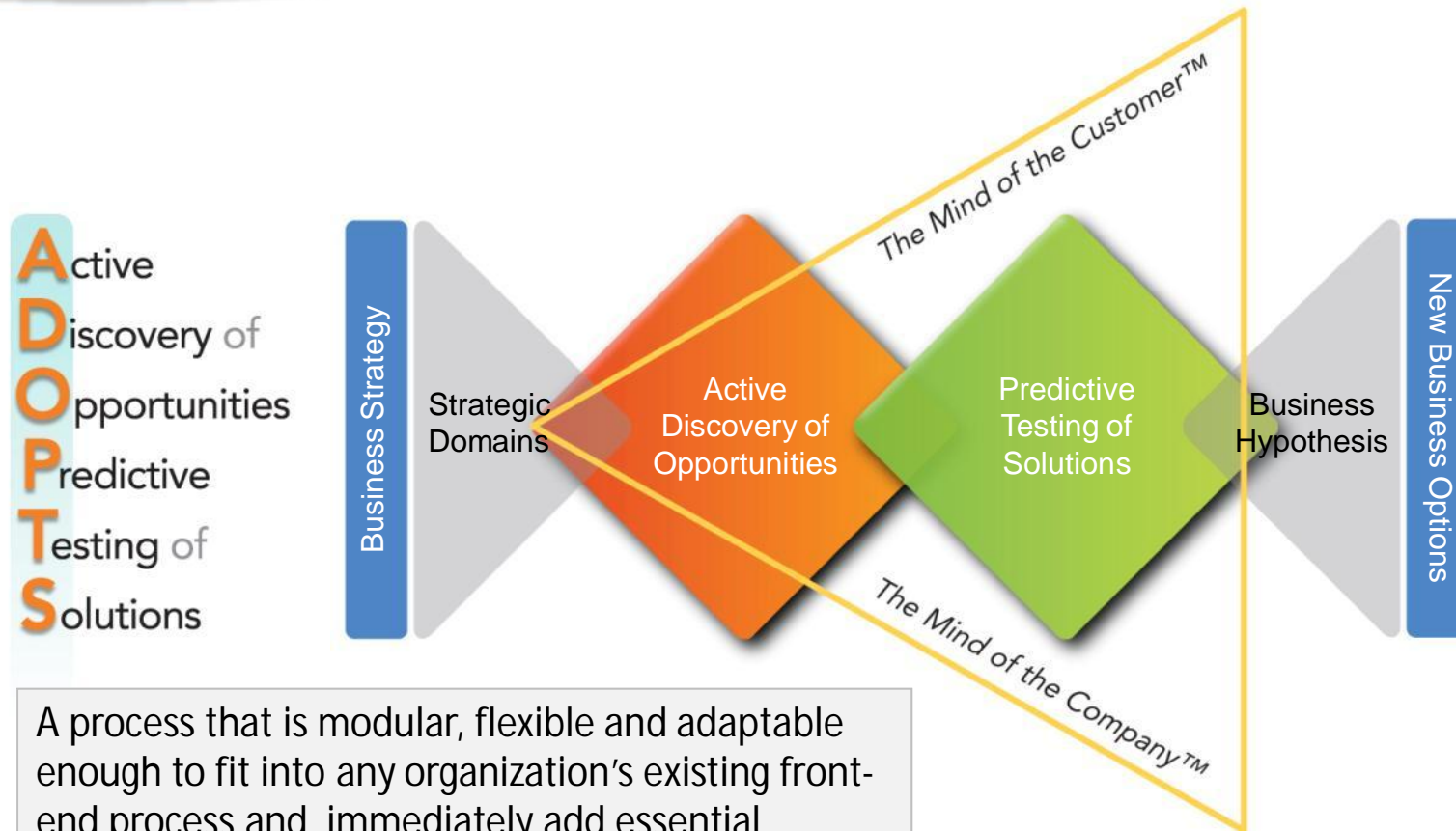


A Good Front-end Process Must ...



- Shorten the time the front-end takes
- Increase the throughput and yield of NPD.
- Speed up adoption by the target customers.
- Increase the size of the market for a new offering.

An Innovation Process for the 21st Century



A process that is modular, flexible and adaptable enough to fit into any organization's existing front-end process and immediately add essential capabilities and value. New methods and tools to enhance any organization's front-end activities.

Some of our Clients

Any Industry, Technology, Market or Geography



CORNING



Johnson Controls



Coherix



AREVA SOLUTIONS
The Business of Service

esi



Sciperio
A Science Revelation



Telcordia Technologies

Reveo



Sears

Dow AgroSciences

YAZAKI

Kettering University

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