

Deliverables



STRATEGY

- market potential
- business plan
- product strategy & line plans
- go to market plan



PRODUCT CREATION

- trend research
- creative direction
- design concepts
- colours
- product development
- sourcing
- product marketing



ORGANISATION

- organisational design
- process maps
- work tools
- training/coaching



INNOVATION

- Verified consumer insights
- Build transparent, logical and fact-driven arguments
- design experiments
- innovation roadmap
- new business models
- financial valuations
- project plans
- development of future technologies & products