



About InnovationPoint

'from inspiration to impact'

InnovationPoint helps Fortune 1000 and fast-track organizations drive profitable topline growth by taking a strategic approach to innovation. We help clients identify breakthrough opportunities; define innovative strategies and business models; create consumer-inspired products and services; pursue new segments, markets and ventures; and build partner and customer relationships. We help them look beyond the obvious paths to growth, collaborate across functional lines, agree on investment priorities and mobilize around common goals. We lead them from visionary inspiration at the 'fuzzy front end' of the innovation process through the development of implementation plans that drive long-, mid- and short-term business results. We help enterprises build a foundation for sustainable innovation by introducing process, organizational and cultural change.

Our contribution lies in our visionary yet pragmatic strategic thinking combined with an innovative framework that delivers along the path 'from inspiration to impact'.

Our proprietary methodology sets us apart – a refreshing blend of unconventional, creative approaches to business innovation and traditional consulting practices. By introducing provocative external perspectives and insights our radical approach stretches our clients' mental models and delivers pragmatic strategies for changing the game.

By engaging external industry 'Thought Leaders' we help our clients gain insight into nascent industry trends and emerging technologies, and blur the boundaries of current thinking so they can envision non-obvious opportunities and disruptive plays. Through our focus on Consumer-Inspired Innovation – non-traditional approaches to consumer and customer involvement – we reveal unarticulated needs that lead to breakthroughs. Concurrently, we create the organizational alignment, support and momentum required for accelerated decision-making and effective implementation.

Our expertise lies in helping teams identify and mobilize around breakthrough innovation opportunities. As a 'principals only' firm, the seasoned consultants who serve you bring line management and consulting experience at companies including Hewlett-Packard, Cambridge Management Consulting, 3M, Nestlé and Procter & Gamble.

Our clients include: PepsiCo, Frito-Lay, Nestlé, Kimberly-Clark, Dial Corporation, Charles Schwab, Levi Strauss, Philips, Hewlett-Packard, Williams Sonoma, and SK Telecom (South Korea).

Our services are focused on:

Strategic Innovation growth initiatives:

- White Space Opportunity Identification
- Growth Strategy & Roadmapping
- New Product, Services & Category Innovation
- New Market Entry Strategy
- New Venture Strategy Development
- Socially Responsible Innovation

Innovation capability-building:

- Innovation Diagnostics & Benchmarking
- Organizing for Sustainable Innovation
- Innovation Immersions & Training
- Advisory Board Creation & Management
- Innovation Council Creation & Management