

GO BEYOND PRODUCTS, INNOVATE YOUR CURRENT BUSINESS USING TECHNOLOGY



GROWTH
HACKING

Innovation is an OUTCOME,
not about inspiration...

It is a result based on a scientific process and applies to every organization, big or small.. Examining your business systematically will help you discover innovation opportunities

**An 8 Week Sprint to Identifying
Innovation Opportunities**

PROFIT MODEL	Does the company make money in ways that are different from competitors or industry norms?
NETWORK & ALLIANCES	Does the company work with other firms or surprising collaborators to develop new offerings that drive a shift from business as usual?
STRUCTURE	Does the company have a unique or unusual organizational structure and approach to attracting the best assets?
PROCESS	What is the company uniquely skilled at doing or delivering across products, services, and platforms?
PRODUCT PERFORMANCE	Does the company produce a notably superior offering that dominates market share or earns a substantial premium?
PRODUCT SYSTEM	Does the company make multiple products that connect with one another in unique ways?
SERVITIZATION	Does the company manage to sell not only products but also manage to sell services associated with the products?
CHANNEL	Does the company deliver its offerings to customers and users in ways that challenge or confound what is usual within the industry?
BRAND	Does the company have an unusually distinct or vivid identity, particularly compared to its rivals?
CUSTOMER EXPERIENCE	Do the offerings confer a unique identity, status, or sense of recognition to users and do they become a part of their lives?

Explore innovation opportunities enabled by technology in 8 weeks

We use the Ten Types framework, a simple and intuitive approach developed by Doblin. We utilize the framework, depicted on the previous page, both to diagnose and enrich an innovation you're working on, or to analyze existing competition. Combining the framework with the KickBox method, we deliver results in a short period of time.



The 8-week session combines weekly 2-to-3-hour workshops, offline teamwork and mid week consultation with consultant using a structured approach to innovation.

The ideas are co created and multiple teams work together. As the work progresses, teams merge. For example, we start with 10 teams of 3 members and at the end of opportunity phase, we may end up with 6 opportunities and 6 teams (of 5 members). At the end of solution phase, we may end up with 4 teams, which then develop MVP's and test concept.

The exercise is co-created with the organization team to build ownership and we leave the organization with a playbook for internal use

How an FMCG player innovated in a crowded market

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Method was started in 2001 and chose to innovate in the crowded hand wash market. It eventually created a band of loyal followers “People against Dirty” and grew to USD 100 mn turnover in 10 years, selling eco friendly products.

Innovation was a key part of their Business.

How did they manage it?

Method chose to use multiple types of innovation

STRUCTURE	Method chose to create a network of 3 rd party manufacturers to supply it’s product. This resulted in tremendous flexibility and a capability to rapidly expand capacities
PROCESS	It chose “Environmental Sustainability” as the key differentiator and developed process that supported this image. It identified best practices and managed to demonstrate quantifiable benefits to attract customers
PRODUCT PERFORMANCE	Focus on environment continued as they developed products that were not just good at their job, but avoided harmful chemicals and destructive practices, building its green image
BRAND	Method developed unique packaging that made it a standout product and made it a ‘Home Décor’ product. A unique brand positioning not driven by advertising spend
CUSTOMER EXPERIENCE	Method created a community called “People against Dirty” offering them perks and deals. It engaged them in developing sustainable practices and built a loyal customer base

You too can innovate like method!

ABOUT US

The workshop is facilitated and led by Krishnan Naganathan, an Innovation Professional with nearly 30 years of experience in research, product development, operations and extensive consulting experience.

He was the CEO of a Danish consulting firm and has worked at McKinsey. He is part of the network of Innovation360 group licensed practitioners and is one of the select consultants certified as Innovation Management Black Belt™.

Krishnan has worked with many Indian and global organizations and has extensive transformation experience



Think Horizon Consulting LLP brings a network of global consultants to deliver the best practices in innovation management. The core group of experts include Krishnan from India, Eoin Flavin from Ireland, (a member of the committee working on ISO 56002 standard on innovation) and Anirban Ganguly based in Malaysia.

Think Horizon has a simple ambition, Help India achieve top 20 ranking in the global innovation index.



Think Horizon Consulting
Enabling Innovation

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