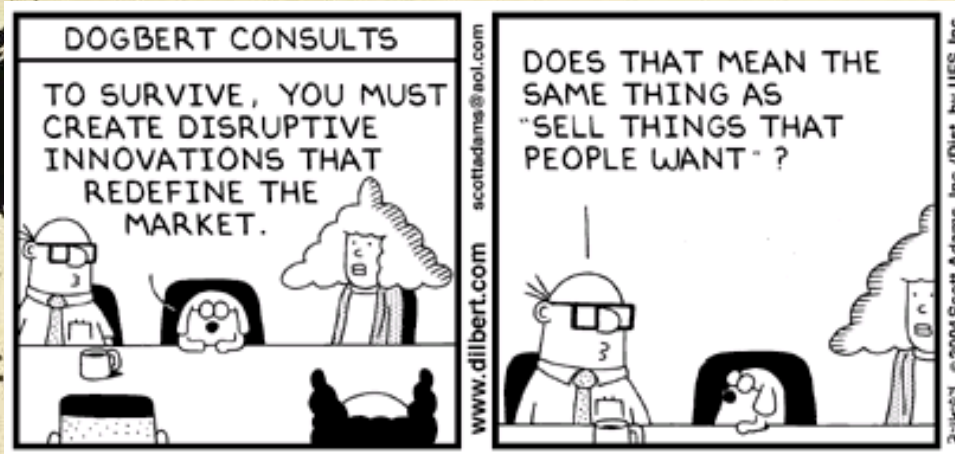


Customer Driven Innovation.

Exit the Vicious Circle of Failures.



Personalized Innovation Management, Sustainable Growth & Value Creation

Large Companies are Dying, Technologies Collect Dust... Managers are Not Sure.

Academia (Tech Transfer) Problems

- "Solutions in search of the problem"
- Very early stage
- Reproducibility
- Uncertain intellectual property
- Uncertain market/application

Industry Problems

- Can't afford full R&D cycle
- Need External Technologies to maintain Pipeline
- Proven Technologies are Expensive
- Early Technologies are High Risk
- Hard to Deal with Academia/StartUps



- No formal education/training for entrepreneurship
- No training or job description for innovation managers
- Low percent of success
- Lack of learning from failure processes.

Wrong Perception!

DISMAL SCIENCE

The Economist's

More Americans than ever are pushing the frontiers of knowledge...

Hidden Dilemma

...And intellectual property is piling up...

We
Ide

Dwinn

U.S. PATENT GRANTS OVER TIME

300 thousand patent grants

250

200

150

Capital is plentiful

The hurdles for transforming ideas into commercially successful products have grown. The low-hanging fruit in science, medicine and technology has been harvested and new advances are costlier, more complex and more prone to failure. **Innovation comes through trial and error**, but society has grown less tolerant of risk.

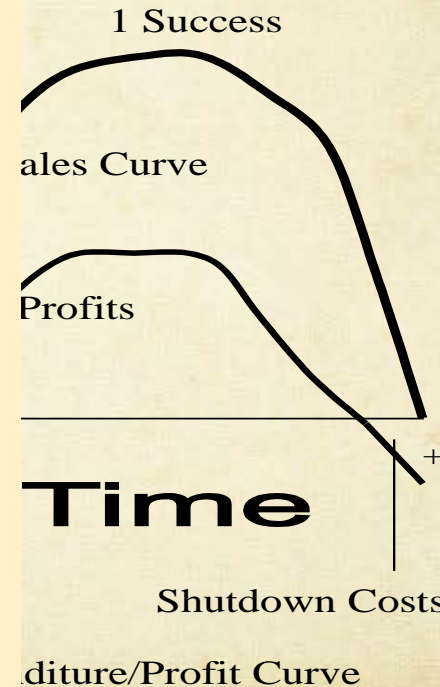
2010

Fighting the Product Development Paradigm

TOP 10 STARTUP MISTAKES



1. Could we be more efficient?
2. Could we move faster?
3. Could we save (spend less!) money?



10+ Years

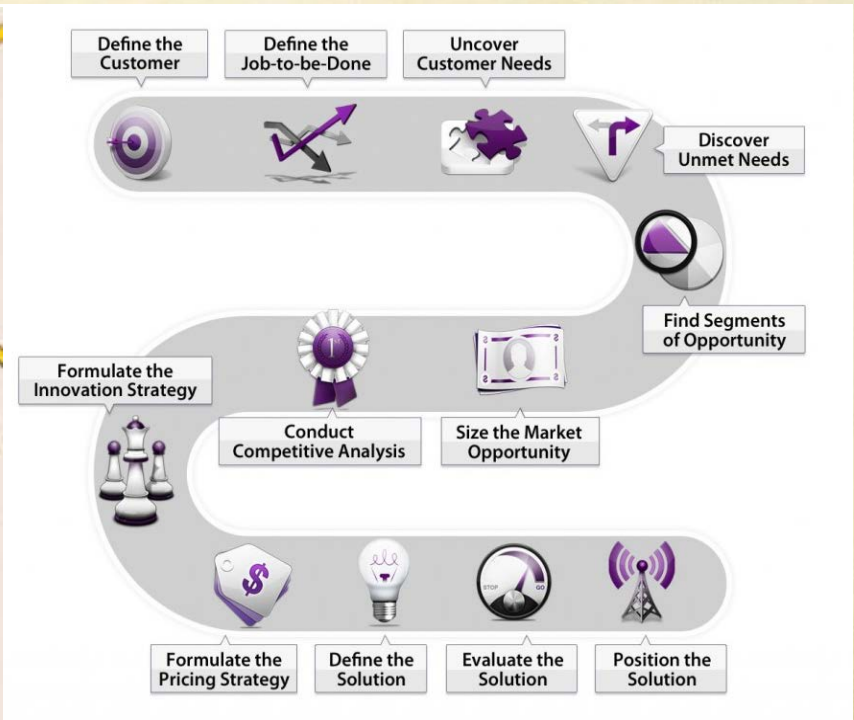
Is There a Solution

- Need personalized, individual approach to businesses and technologies. No “one size fits all”!
- Can only come from experience
- Craft, not an exact science
- Repeatable, reproducible track record of success



Solving Preventing All Problems

- We help businesses to stay healthy and grow organically– this is fundamentally different path = *Primary Care Consulting*
- Rigorous, reproducible process with the focus on the market, i.e. market needs and customer pains



Adopt Outcome-Driven Innovation® (ODI) and achieve predictable growth.

<http://strategyn.com/outcome-driven-innovation-process/>

Redefining Innovation

- Innovation is:
 - “fresh thinking that creates value”
 - “new products, business processes and organic changes that create wealth or social welfare”
 - “Innovation is the specific instrument of entrepreneurship... the act that endows resources with a new capacity to create wealth.”
 - “Innovation is the commercialization of the invention”
 - “The successful exploitation of new ideas”
 - “Innovation is not the result of thinking differently. It is the result of thinking deliberately (in specific ways) about existing problems and unmet needs.” (Ulwick, *What Customers Want*)

A PROCESS!

vs EVENT – an invention ...

Consensus:

- something fresh (new, original, or improved)
- that creates value

I don't Have To Be The Fastest, Just Faster Than You

This is INNOVATION:

- It is NOT about new products, NOT about new processes or new ideas...
- It IS about staying one step ahead of your competition.
- Satisfying, NOT Optimizing

Define The Right Need The Right Way

IF I HAD ASKED MY CUSTOMERS WHAT THEY WANTED, THEY WOULD HAVE SAID A FASTER HORSE.

- Henry Ford



Voice of Customer:

Sidetracks the innovation because customers are rarely qualified to solve their problems.

Watch out! Confirmation bias.

"It's really hard to design products by focus groups. A lot of times, people don't know what they want until you show it to them."

- Steve Jobs

Look for criteria customers use to measure the product/service – NOT the ideas about how this product/service should look like



Albert Einstein

“If I had an hour to solve a problem and my life depended on the solution, I would spend the first 55 minutes determining the proper question to ask, for once I know the proper question, I could solve the problem in less than five minutes.”

Albert Einstein (1879 - 1955) Physicist & Nobel Laureate

- Clearly states what would satisfy the need.
- Provides “constraints” – musts and must-nots
 - Not too many or too detailed
- Two approaches: Specific or Generic

Jobs-To-Be-Done

- Action verb (e.g. “manage”, “clean” etc)
- Object of action (“personal finances”, “cloths”)
- Contextual clarifier (“at home”)

<http://innovatorstoolkit.com/content/technique-1-jobs-be-done>

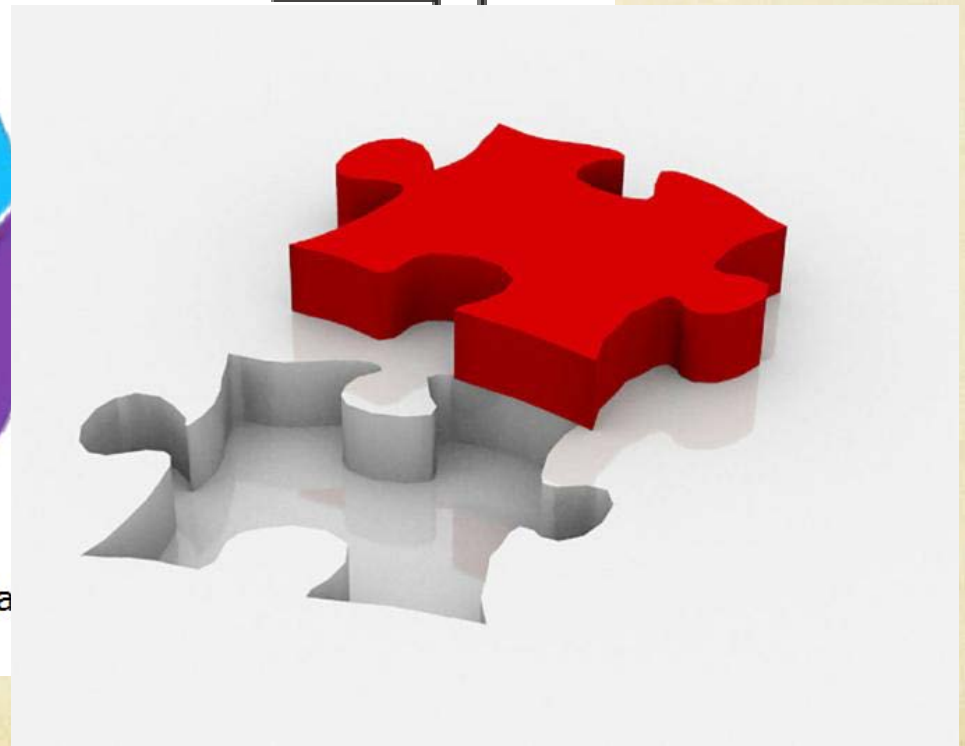
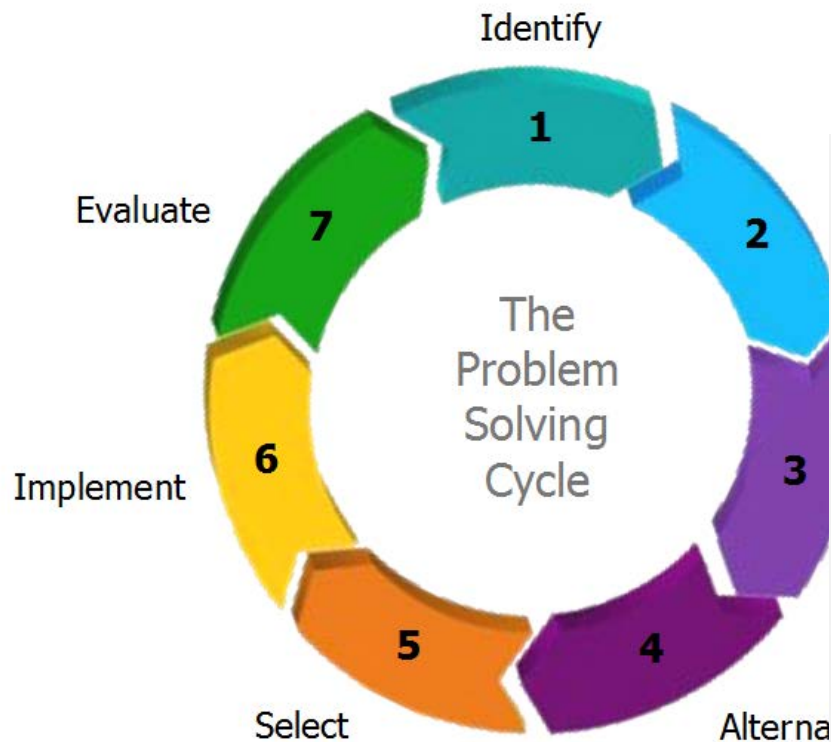


Three Types of Jobs

- Functional – ‘transport children from one location to another’
- Emotional
 - ✓ Personal – ‘feel successful’
 - ✓ Social – ‘be perceived as attractive’

“What Customers Want” © by Anthony W. Ulwick

Only Works if the Loop is Closed!



Customer Driven Innovation!

Open Innovation Tool Box



- Proprietary databases
- On-line portals and marketplaces
- IP experts
- Valuation experts
- Local and market specific search partners
- Subject matter experts from industries and academia

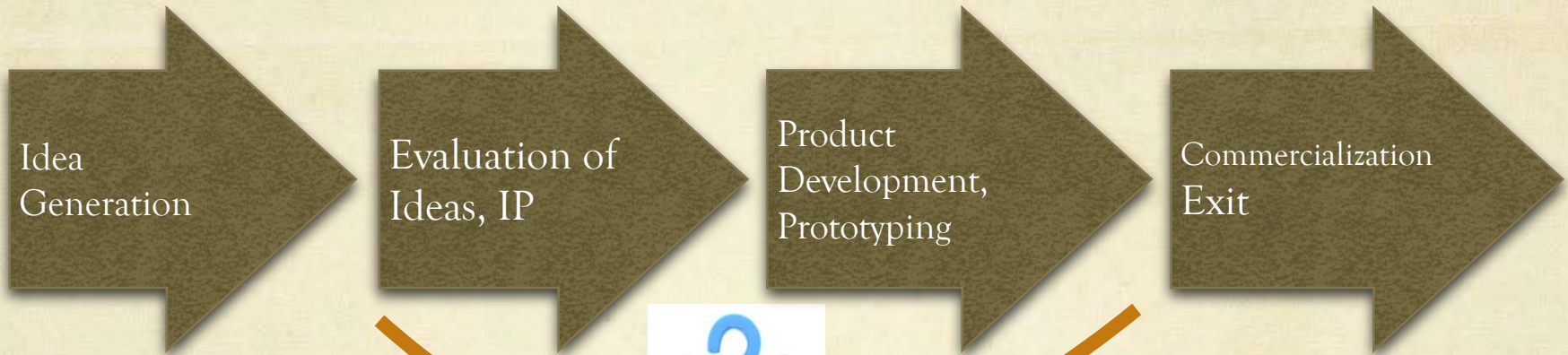
We are a one-stop shop for all your strategic needs.

Summary of Services

- *Technology Scouting*. Project per project or continuous monitoring. Formulate your need in application neutral way, global scouting, leads qualification, introductions facilitation.
- *Competitive Intelligence*. State of the art search, quarterly reporting.
- Confidential (anonymous) *leads management* and preliminary deal negotiations.
- *Technology Triage* (disclosures, inventions, patents) – quick turn around, practical perspective, quantity discounts.
- *Feasibility Analysis* – no theoretical statements, action oriented.
- *Active Marketing* . Deal negotiation if necessary.
- In house *training and mentoring*. Action oriented, projects specific, confidential.

Only Fee For Service. NO contingencies, success fees, or equities...

Innovation Road Map



- Academia
- Research Institution
- Individual Inventors
- Corporate R&D, StartUps

- Venture Capital
- Industry
- Large corporates
- SMEs



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