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.

<table>
<thead>
<tr>
<th>Academia (Tech Transfer) Problems</th>
<th>Industry Problems</th>
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<tbody>
<tr>
<td>&quot;Solutions in search of the problem&quot;</td>
<td>Can't afford full R&amp;D cycle</td>
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<tr>
<td>Very early stage</td>
<td>Need External Technologies to maintain Pipeline</td>
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<tr>
<td>Reproducibility</td>
<td>Proven Technologies are Expensive</td>
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<tr>
<td>Uncertain intellectual property</td>
<td>Early Technologies are High Risk</td>
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<tr>
<td>Uncertain market/application</td>
<td>Hard to Deal with Academia/StartUps</td>
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- No formal education/training for entrepreneurship
- No training or job description for innovation managers
- Low percent of success
- Lack of learning from failure processes.
More Americans than ever are pushing the frontiers of knowledge... And intellectual property is piling up...

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.
Fighting the Product Development Paradigm

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

TOP 10 STARTUP MISTAKES

1. Building something nobody wants
   - Score: 300
   - 38% of Tot.

2. Hiring Poorly
   - Score: 153
   - 18% of Tot.

3. Lack of Focus
   - Score: 112
   - 13% of Tot.

4. Fail to execute Sales & Marketing
   - Score: 98
   - 12% of Tot.

5. Not Having the Right Co-Founders
   - 66 (7.9%)

6. Chasing Investors, Not Customers
   - 45 (5.5%)

7. Not Making Sure You Have Enough Money
   - 28 (3.3%)

8. Spending Too Much Money
   - 18 (2.1%)

9. Failing To Ask For Help
   - 12 (1.4%)

10. Ignoring Social Media
    - 6 (0.7%)

10+ Years

1000 Ideas
100 Trials
10 Products
1 Success

Sales Curve
Patent Filed
Licensees
Profits
Sought
Reduction to Practice
Shutdown Costs
Pilot Plant
Marketing Starts

Up to $100MM

www.100FirstHits.com
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)

Consensus:

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

A PROCESS!

vs EVENT – an invention ...

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

**Voice of Customer:**
Sidetracks the innovation because customers are rarely qualified to solve their problems.

Watch out! Confirmation bias.

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

“"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.”

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If I had asked my customers what they wanted, they would have said a faster horse.

- Henry Ford

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

Clearly states what would satisfy the need.

Provides “constraints” – musts and must-nots
- Not too many or too detailed

Two approaches: Specific or Generic

Albert Einstein (1879 - 1955) Physicist & Nobel Laureate
Jobs-To-Be-Done

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

[Source: 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

1. **Idea Generation**
   - Academia
   - Research Institution
   - Individual Inventors
   - Corporate R&D, StartUps

2. **Evaluation of Ideas, IP**

3. **Product Development, Prototyping**

4. **Commercialization Exit**
   - Venture Capital
   - Industry
   - Large corporates
   - SMEs

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