

INNOVATION & TRANSFORMATION

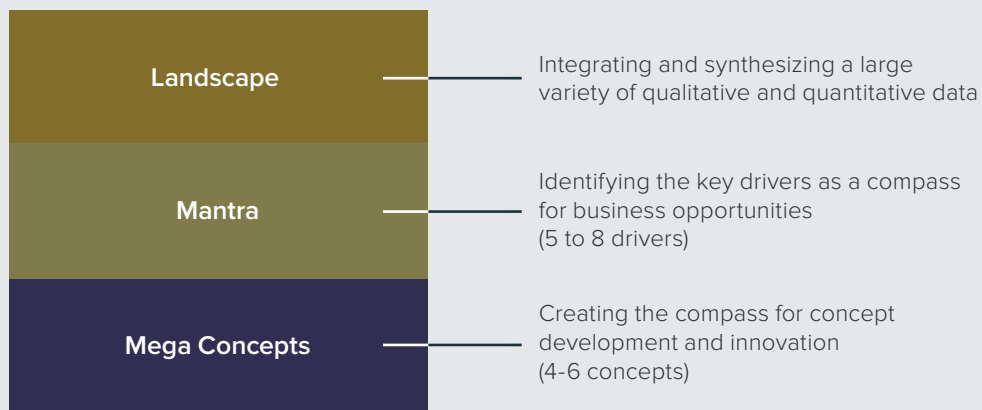
Cosight proposes three different innovation management processes that can be tailor-made according to the client's specific objectives & needs.

- 1 INNOVATION BOOSTER™** **2 PLATFORM GENERATOR™** **3 FUTURE MAPPING™**
 The path for Concept Development The path for Platform Development The path for Strategy

FUTURE MAPPING™

Focus on future paths and concepts

3



FUTURE MAPPING™

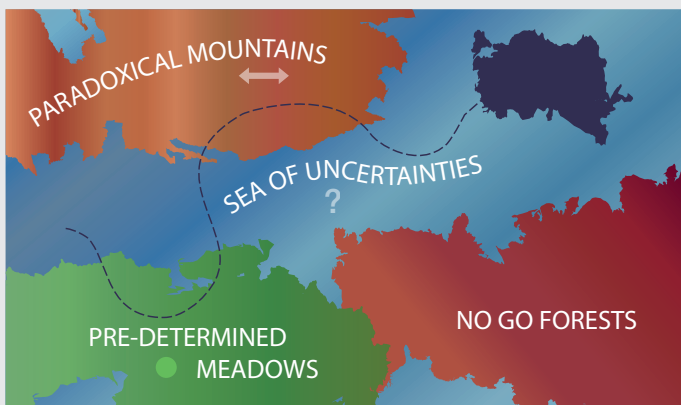
The path for Strategy

3

The Platform Generator™ is an annual process dedicated to constantly fuel and focus a company's/category's innovation stream. It demands an extensive collaborative

preparation phase to ensure the relevance of the strategic platforms that will impact corporate innovation directions. It also requires an excellent dissemination process.

1. Landscape Development



2. Mantra Assessment



3. Mega-Concepts

