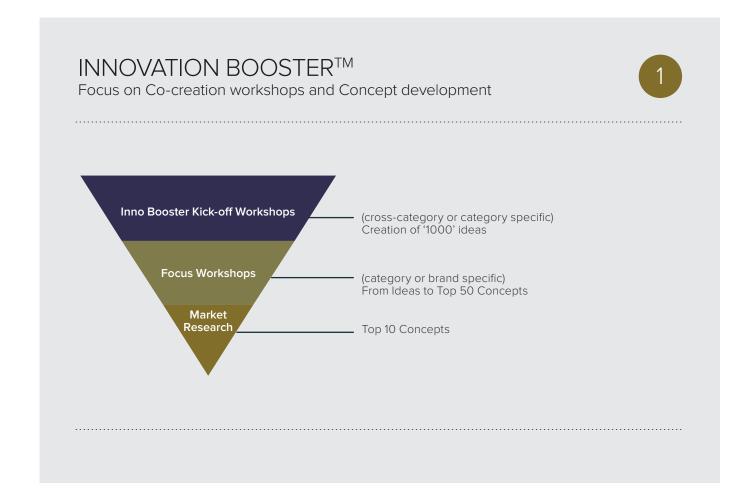
## **INNOVATION & TRANSFORMATION**

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 Platformt Development The path for Strategy



# INNOVATION BOOSTER™

The path for Concept Development

The Innovation Booster $^{\mathbb{M}}$  is a 6 - 9 high months high-energy process for a successful implementation & realization of break-through concepts.

It requires a co-creation between Cosight and a client's core team throughout the process.

## CORE TEAM PHASE 1

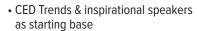


#### **KICK-OFF WORKSHOP**



**OUTPUT** 

- Creation of an innovation frame by:
  - Selecting & adapting Cosight's CED Trends
- Aligning with company's & brands' objectives
- (CROSS- OR CATEGORY SPECIFIC)



- Cross-functional participants
- Creation of a maximum of ideas

• 100 – 300 ideas

#### **CORE TEAM PHASE 2**



## FOCUS WORKSHOPS



# OUTPUT

- Screening of all ideas
- Selection of top 50 ideas
- Idea-check in terms of corporate & company objectives fit
- (CATEGORY OR BRAND SPECIFIC)
  - Focus on top 50 ideas from ideas to core concepts
  - Jumpstarting inspiration via speakers & experiences to enable new idea articulations
- 50 concepts
- selection of top 20 concepts

### **CORE TEAM PHASE 3**



### **MARKET RESEARCH**



#### **OUTPUT**

- Fine-tune of Top 20 concepts
- Preparation of qualitative fieldwork
- Assessment and fine-tune of Top 20 concepts
- Market research with Cutting Edge, category-affine consumers
- Reporting & Recommendations

 Top 10 fine-tuned concepts