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

THE PLATFORM GENERATORTM Focus on tailor-made, annual corporate trend platform development Core Team Prep Phase Platform Development Workshop Dissemination Workshops Cross-category, category or brand-specific ideation workshops using the annual corporate trend platforms

PLATFORM GENERATOR™

The path for Platform Development

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.

CORE TEAM PREP PHASE

- Identification of search areas based on Cosight's CED Trends, extensive desk research & company insights
- Conceptualization & preparation of the Platform Development Workshop (speakers, experiences, location...)



OUTPUT

- 15 25 search areas
- 5 -7 speakers
- 3 4 experiences

PLATFORM DEVELOPMENT WORKSHOP

- Ideation based on search areas, trends, speakers
 & experiences
- · Identification of key search areas
- From search area to trend platform: creation of platforms tailor-made to the industry & company



OUTPUT

• 4 -6 draft platforms

POST-WORKSHOP PHASE

 Fine-tune of 4 – 6 platforms & brining alive via presentations, video clips, consumer sound-bites

DISSEMINATION WORKSHOPS

 Cross-category, category or brand specific ideation workshops based on the annual corporate trend platforms (see previous page for Inno Booster Kick-off & Focus workshops)



OUTPUT

- Idea & concept development (category & brand specific)
- Fueling annual innovation pipelines & marketing plans for sustainable growth

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