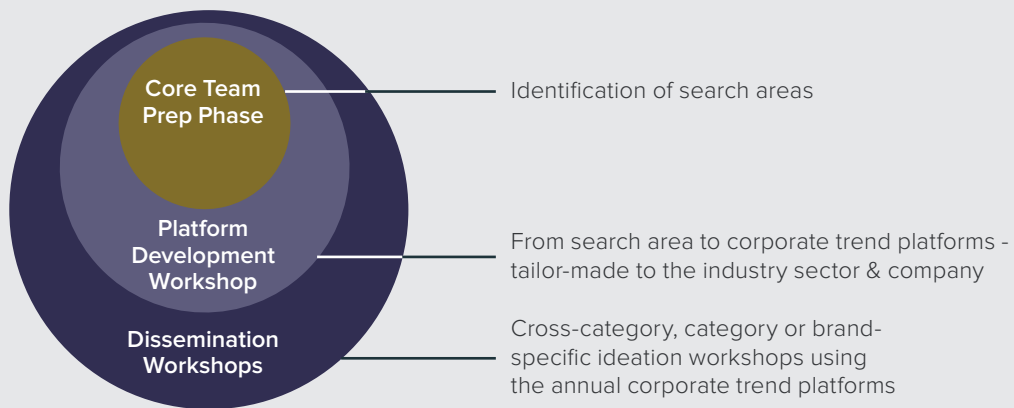# *cosight*

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™
The path for Concept Development

2 PLATFORM GENERATOR™
The path for Platformt Development

3 FUTURE MAPPING™
The path for Strategy

THE PLATFORM GENERATOR™
Focus on tailor-made, annual corporate trend platform development

2

Core Team Prep Phase — Identification of search areas

Platform Development Workshop — From search area to corporate trend platforms - tailor-made to the industry sector & company

Dissemination Workshops — Cross-category, category or brand-specific ideation workshops using the annual corporate trend platforms

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PLATFORM GENERATOR™
The path for Platform Development

(2)

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