The Services we provide our clients & partners

SERVICE OFFER

Product

SERVICES

Applied Research
Customer Experience
User Needs Analysis
Competing Product Assessment
Market analysis
Product Stds & Compliance
Product Life Cycle

Strategy & Direction
Project Team & Reporting Definition
Design Targets & Specifications
Project Structure & Scope
Project Costing & Planning
Intellectual Property

Risk Assessment and Management
Auditing Existing development process
Assessing project risk profile
ROI

Research & Development
Idea Generation
Product Design & Development
Service Design & Development
Project Management
Research Aggregation & Reporting

Productionisation
Production Documentation
Production Oversight

Supplier Development
Research & Assess New Supply Chains
Quality control
Supply Contract Development

Brand

SERVICES

Applied Research
Company & Product context
Product Attributes & Benefits
Product/Service Offer

Strategy & Direction
Brand Architecture
Core Competency
Brand Experience

Identity Development
Nomenclature (Naming System)
Identity design & Development

Brand Implementation
Print & Advertising
Web Development & Ecommerce
Technical Documentation
Installation and Assembly Instructions
Audio Visual Material
Web 2.0 & Social Networking

Sustainability

SERVICES

Introduction to Life Cycle Thinking
Life Cycle Thinking - A Design Mindset
Life Cycle Management - From product to Company
Tools & Approaches - Implementing Change

Applied Research
Supply Chain Assessment
Compliance & Stds Review
Input/Output Investigation
Product Life Cycle
Competitor Benchmarking

Data & Quantatative Assessment
Goal & Scope
Inventory Analysis
Impact Assessment
Product Visual Summary

Implementation
Define Key Environmental Performance Indicators
Guidance on EMS implementation

Marketing
Product EcoLabels & Appraisals
Market Requirements

Life Cycle Design
Core Function
Life Cycle Scenario Development
Product Service System Development

Business

SERVICES

Business Case
Business Model Investigation
Supply Chain & Distribution
Economic & Market Factors
Sales & Revenue Projections

Investment
Developing Investment Prospectus
Procuring/preparing for Investment

Production Implications
Production Impacts on Product Design
Production Strategy

Sales & Marketing
Pitch Presentions
Definition of Product/Service Offer
Sales & Marketing Plan
Product Launch Strategy

In Market
Point of Sale design & development
Packaging design & development
Support Material
Trade Show design and development

MECHANISMS FOR DELIVERY

FRAMEWORKS & PROCESSES

Navigator - Define and Validate your Product Development

Pioneer - Create New Products and Improve Existing Products.

FRAMEWORKS & PROCESSES

Discover - Market & Communicate your product effectively

Foundation - Create a commercially effective and robust brand platform

FRAMEWORKS & PROCESSES

Horizon - Take your product sustainability to the next level

FRAMEWORKS & PROCESSES

Realise - Turn your product into a business.

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Pioneer - Create New Products & Improve Existing Products

TASK SEQUENCE

Plan	Research & Generate		Concept	Embody		Commercialise
PLAN & CLARIFY	RESEARCH	CREATE	DEVELOP CONCEPTS	EMBODY & TEST	DEFINE & RESOLVE	DOCUMENT & PRODUCTIONISE

Plan & Clarify

Clarify
Company
Industry Sector
Product & Service
Target Markets

Define
Goals & Vision
Reporting
Key Stakeholders
Funding Mechanism
Project Champion

Research

Research
Technical
Consumer
Economic
Environmental

Specify
Vision & Objectives
Structure & Scope
Outline & Deliverables
Users & Stakeholders
Customer Requirements
Technical Requirements
Materials & Processes
Manufacturing & Suppliers
Supply Chain & Distribution
Sales & Marekting
 Product offer
 Commuication Strategy
 Pricing Structure
Std's,Compliance & Testing
Life Cycle Management
Risk & Management

Scope
Plan
Estimate
Resource
Return

Create

Generate
A wide variety of possible system solutions

Communicate
The ideas in a coherent manner to all key stakeholders

Assess
The ideas and stakeholder feedback and document for approval to proceed

Develop Concepts

Isolate & Identify
Opportunities with the product system. Identify key streams for downstream development

Search & Combine
Across all streams for dominant themes and ideas. Review key ideas and where possible combine critical streams

Evaluate
Each potential solution against established criteria and scope outlined in the PDS document

Embody & Test

Develop
The product system & technology. Embody ideas functionally & structurally

Select & Make
Prototype system & technology with effective function for testing & evaluation

Refine
And improve system & technology for consumer evaluation and testing. Evaluate against criteria established in the PDS document

Define & Resolve

Test
Test system & technology, through external 'Method of Limits' trial with end consumers

Evaluate
Results & establish final amendments

Resolve
Final design specifications
Documents for final costing

Approve
Final system & technology and specifications to proceed to commercialisation

Document & Productionise

Specifications
Develop detailed specifications for manufacture

Transfer
System & Technology into the supply chain

Troubleshoot
Areas where specifications and assemblies

Sign Off
All pre-production samples against specifications

DELIVERABLES

PROJECT CLARIFICATION	PDS PROCESS & DOCUMENT	GENERATE & COMMUNICATE	KEY IDEAS DEFINED	IDEAS REALISED & TESTED		PRODUCTION
Prepare PDS propsal to scope first stage of project research to validation. Approve the Project Development and Validation phase.	Project Development Specification. Project Plans & Outlines. Detailed Cost Projections. Defined Project Structure. Risk Assessment. Review project & approve, amend or reject proposed outline.	Capture all ideas generated. Document full range of ideas covered. Assess Ideas Objectively. Communicate to key stakeholders.	Concept Development Exploration. Document the critical solution streams for consideration. Evaluate and select the key idea(s) to enter embodiment.	Embodiment Design Specification. Functional prototypes. Preliminary Performance Testing. Consumer Evaluation & Testing.	Full system testing. Full validated costing & Breakdowns. Final Approved Design & Specification. Approve final supply chain.	Pre-Production Trials. All technical specifications released to supply chain. QC and Approve all masters and approve all final Pre-Production for product.

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Navigator - Define & Validate your Product Development Project

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TASK SEQUENCE

Planning	Research			Communicate
PLAN & CLARIFY	**RESEARCH**	**SPECIFY**	**SCOPE**	**COMMUNICATE**

PLAN & CLARIFY	RESEARCH	SPECIFY	SCOPE	COMMUNICATE
Into the industry product context and market conditions that drive sales in the product category. This is deliberately broad to establish connections between the consumer, the product, the market and the distribution and sale of the product.	**Technical** Define technical performance requirements and other technical factors such as Standards.	Should define the following:	Plan	Present
	Consumer Define the consumer and market trends to understand where the product category is moving and identify design opportunities.	Goals	Cost	Discuss
The Project		Range	Resource	Assess
The Product	**Economic** Define the price points and margins along with other economic factors.	Performance	Risk	Review
The Company		Programme	Payback	Conclusions
The Market	**Environmental** Define product sustainability in the context of the product category using initial tool sets.	Product Strategy		Decision
The Consumer		Market Strategy		

DELIVERABLES

CLARIFICATION	RESEARCH	DEFINITION	SCOPE	COMMUNICATION
Defined Project and its Objectives. Define and outline the Product, Service, or System. Detail Company Specific Information. Define the Markets. Identify the primary consumers/users.	Define Customer Requirements. Define Technical Requirements. Define Intended markets, investigate drivers and product positioning. Investigate competing product price points, performance levels and general attributes. Document Resource and/or material and production factors. Investigate Intellectual Property landscape. Investigate distribution and Supply Chain aspects. Investigate Environmental Aspects and Impacts. Research relevant standards and compliance issues for target markets.	Set Design Goals/Objectives. Define intended product item/range. Set Performance Goals. Set Technical Targets. Define testing & development programme. Define Product Life Cycle/Product System in relation to user groups. Define Product Functional Unit. Define Product implementation strategy. Define the proposed market entry strategy. Establish enviornmental characteristics/targets.	Project plan. Risk Assessment and Management. Financial Assessment (ROI, IRR, NPV). Resource Requirements. Provisional Costing.	Present the Documented PDS for review. Management review and clarification. Assessment of the project viability. v Decision to proceed, request further information or to stop.

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Discover - Market & Communicate Your Product Effectively

TASK SEQUENCE

Planning	Foundation		Identity		Experience		
CLARIFYING	RESEARCH	STRATEGY	AURAL	VISUAL	MESSAGES	CONTENT	COLLATERAL
Project Plan	**Company** Business history, Present situation, Long-term vision, Near-term mission, Business goals, Company values, Strengths & Weaknesses **Products & Services** Offerings & Attributes **Market** Supply chain & distribution, Market trends & dynamics, Marketplace, Traditional competitors, Non-traditional competitors, Opportunities & Threats **Customers** Customer groups, What customers want, Current customer perception, Demographics, Psychographics, Customer profile	**Architecture** Company, Product families, Products, Partners, Ingredient brands **The Filter** Attributes & Benefits **Position** Industry context, Product category, Category segment, Point of difference	**Names** Company & Products **Taglines** Company & Products	**Logo Device** Standard & Reversed **Typefaces** Display & Text **Colours** CMYK, RGB, Hexidecimal **Design System** Lines, Spacing, Framing	**Key Messages** **The Story**	**Copy** Promotional & Technical **Imagery** Photography, Diagrams, Renderings, Line-art **Logos** EPS, PNG, TIFF, GIF	**Stationery** Business cards, Letterhead, Faxhead, Envelopes **Templates** **Environment** Buildings, Signage, Vehicles **Promotional** Website, Sales presentation, Brochures, Company profile **Technical** Product manuals, Specifications

DELIVERABLES

PROJECT PLAN	FOUNDATION REPORT	STRATEGY DIAGRAMS	IDENTITY PRESENTATION		BRAND BOOK	ASSETS GUIDE	FINAL OUTPUTS
All preliminary project management work & collection of company & product info which the company may already have.	An A4 report including all gathered research data. Also a diagram which hilights and summarises the key findings from each sector.	Diagrams of the company & product architecture, and its unique position in the market.	A presentation of the brand concepts showing the messages and visual identity presented as a complete brand story. All visual components specified including logo device, typefaces, colours and the design system which ties it all together.		This is the distillation of the product attributes, and customer benefits, resulting in strong succinct key messages.	A document explaining the use of all brand assets. Accompanied by all assets supplied to client in useable formats on disc.	The agreed final media outputs which will present and sell the product, service or company in the best light to the customer.

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Horizon - Sustainability for the Real World

TASK SEQUENCE

Educate & Clarify

INTRODUCTION TO LIFE CYCLE THINKING

Workshop Session
A critical part of starting down the road of sustainability is introducing your team and your company to life cycle thinking.

Life Cycle Thinking
A design mindset: Investigate and define yuour core product function, document the existing product life cycle, identifying problems and opportunities. Then redefine the product system - designing a new life cycle.

Life Cycle management
From product to company: Explore the application of LCM within your company, creating an environmental policy, a set of strategic priorities, objectives and targets that you can apply to your company.

Tools & Approaches
Implementing change: Understand environmental tools and approaches and where in the development process they can best be used.

Investigate & Define

RESEARCH & QUALITATIVE ASSESSMENT

SUPPLY CHAIN ASSESSMENT
Develop and visual view of your supply chain and evaluate options for reducing your footprint

COMPLIANCE, LABELING & STANDARDS INVESTIGATION
Create a clear view of the market your in, and ensure that your environmental assessments can clearly position your product with the key standards in the markets you operate.

INPUT OUTPUT INVESTIGATION
Understand in clear terms the inputs and outputs of your processes before you undertake a full assessment, review areas that are opportunities for improvement and problems that can be practically dealt with.

COMPETITOR REVIEWS
Benchmark and learn from the leaders in your industry and sector, identify areas where they have focussed and why.

Analyse & Assess

DATA ASSESSMENT & QUANTITATIVE ANALYSIS

LIFE CYCLE ASSESSMENT

GOALS & SCOPE
Define the goal and scope of your Quantitative study.
Define what your company wants to achieve and get out of the study.
Evaluate the scope and ensure there is available inventory data, or the ability to research data.

Define the boundary of your study, and any key considerations for the study.
Define the impact categories you will use during assessment and you will focus on.

INVENTORY ANALYSIS
Either find a relative database or create new Life cycle inventory data for detailed assessment.

IMPACT ASSESSMENT
Undertake the assessment based on the LCI data and report.
Evaluate scenarios for different product alternates

PRODUCT VISUAL SUMMARY
Use impact assessment data to create visual assessments to be used for internal teams and decision makers

DEFINE KEY ENVIRONMENTAL PERFORMANCE INDICATORS (KEPIS)
Translate results into simple usable KEPI's for design and development teams.

DELIVERABLES

WORKSHOP WITH KEY MANAGEMENT

Define your key products Core function
Document your future life cycles
Create a map of your environmental issues now, and into the future
Develop an effective Environmental Policy
Prioritise the key environmental goals of your company
Determine Objectives and Targets
Understand and determine what tools are best for your company

COMPILED RESEARCH REPORT

An visual map of your supply chain,and assessment of key areas for improvement relative to product structure
Select the key compliance and standards that need to be met and exceeded.
Identify gaps in existing product information
A detailed input/ouput assessment
A detailed review of industry leading products and brands.

DETAILED ASSESSMENT, RESULTS & KEPI'S

A developed Life Cycle Inventory for your product
The environmental impacts assessed and reported
Defined Key Environmental Performance Indicators (KEPI) for ongoing product improvement and development teams.

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Realise - Turn your Product Into a Business

TASK SEQUENCE

Opportunity	Business	Technology	Structure	Capital
DEFINING THE NEED	**DEVELOPING THE BUSINESS**	**DEFINING THE FEATURES**	**DEFINE MANAGEMENT**	**OUTLINE THE INVESTMENT**

Opportunity — DEFINING THE NEED

The Problem or Need
Clearly define and support the problem /need associate with the product or technology.

The Market
Clearly define the market for the product or service in a focussed manner.

The customer/target market
As specifically as possible, define who the product is being sold too and how they purchase.

The Product Opportunity
Outline how your solution directly addresses the problem or need from the customers perspective. What is your value proposition.

Channel to Market
What channel to market works the most effectively with the product category, outline options and define preferred option.

Marketing Approach
What marketing approach work best in the market to the specified consumers. Where do they go to access information on purchase.

Business — DEVELOPING THE BUSINESS

Product Structure
Define the structure of the product system and schematically how it operates at a market/consumer level.

Market Introduction/Mechanism
Create a credible strategy for entering the market. Outline product structure rollout into specified markets.

Product Development Schedule
What is the strategy to consolidate, develop and refine the product further post market launch.

Market Introduction/Mechanism
How will the product be launched through the selected channel to market. A clear outline here will assist to drive sales projections accurately with a clear rationale.

Business Milestones
What are the key milestones for the business during and post launch. Set measurable goals and actions.

Partnerships/Alliances
Outline any key alliances or partnerships.

Technology — DEFINING THE FEATURES

Product/technology
Clearly define the product or the technology Outlining all key points of difference.

Evidence
Demonstrate product efficacy objectively.

Standards & Compliance
What compliance and standards factors are important in the specified markets for this product.

Intellectual Property
Define the trademark,design and patent protection and/or outline any trade secrets which protect the product from easy replication.

Future technologies
What future technologies have been

Competitor Analysis

Competitive Advantage

Structure — DEFINE MANAGEMENT

Company Vision
Lay out an aspirational achievable target for your team to subscribe to and focus on.

Management & Team
Define the team that will deliver the programme and identify new resources that may be required to deliver the business milestones.

Governance
Specify the organisational structure.

Financials
Projected Unit Sales and Sales

Sales Rationale
Projected 5 Year P&L Statement

Capital — OUTLINE THE INVESTMENT

The Offering
Outline the required level of investment and what is being offered for the investor.

Investor profile
What type of investor are you looking for and how would they ideally interface and contribute to the business.

Capital Requirements
Define the capital requirements against the milestones.

Capital Structure
What will the shareholding and structure look like?

Projected Growth
In revenue and company value

Proposed Exit Strategy
How will investors enter and exit the business, are there logical points or targets for this.

DELIVERABLES

SECTION ONE	SECTION TWO	SECTION THREE	SECTION FOUR	SECTION FIVE
The first section of the business development focusses on what the opportunity is and presents it from the customers perspective. It defines how the products are purhased and the key channels to market, and the key approach to marketing.	How does the business intend to take advantage of the opportunity. What are the key milestones for the business to deliver on the potential opportunity.	A chance for the features and the product and technology to get fully described. Prove the product is effective and and describe what intellectal property exists to protect the investment and the businesses competitiveness	Who are the key people for the business and how will the business be operated and governed. What are the sales projectsions and what are these based on? How is the company projected to perform.	What investment is being sought, and how will the capital be used. What returns are projected for the investor and how can they effectively enter and exit the business.

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