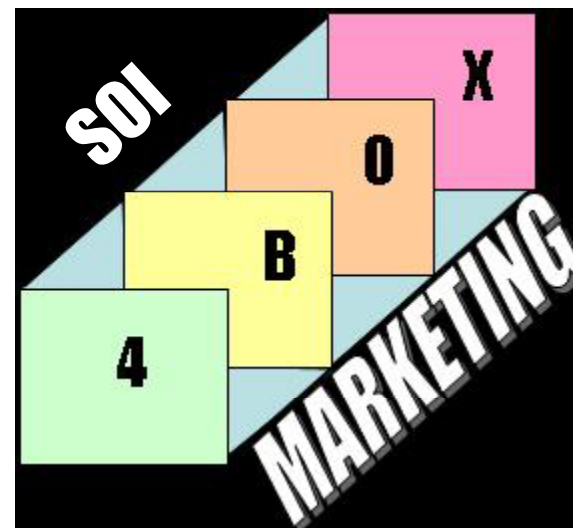


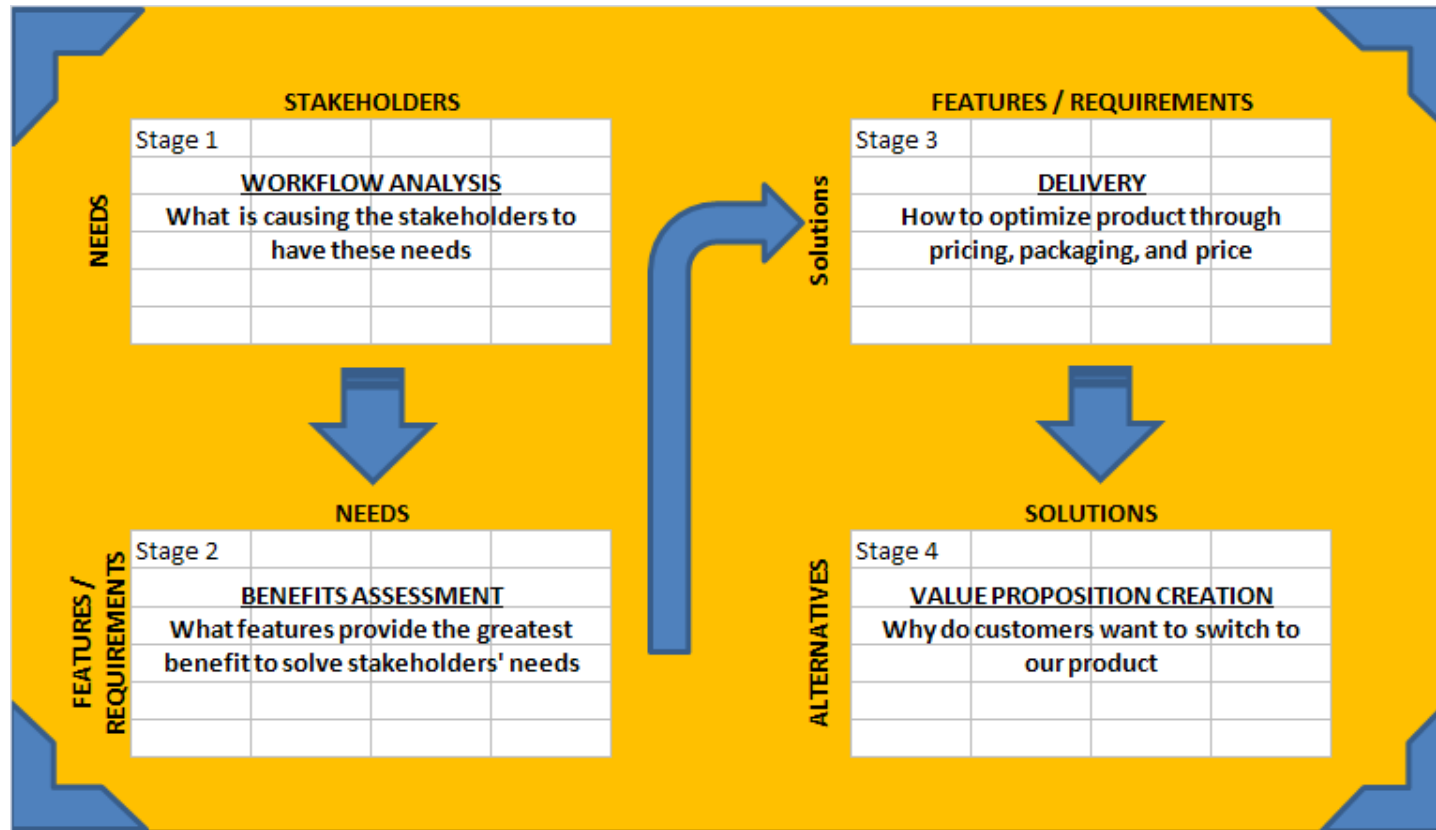


Stages Of Innovation



4BOX Marketing

SOI's unique process helps companies create the strongest **value proposition** by aligning customer needs, design requirements, sales, marketing, packaging and delivery, to maximizes sales.



Stage 1 – WORKFLOW ANALYSIS

Assesses customers needs, mapped to stakeholders, to create alignment with your product

		STAKEHOLDERS		
NEEDS	Stage 1			
	WORKFLOW ANALYSIS			
	What is causing the stakeholders to have these needs			

3 Types of Stakeholders

- Users
- Influencers
- Decision Makers

Types of Needs

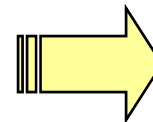
Workflow deficiencies from:

- Manual Processes
- Poor integration of steps
- Too many people involved
- Other causes...

Stage 2 – BENEFITS ASSESSMENT

You can't build everything - nor do you want to. Optimal design requirements should be where you have satisfied majority of stakeholder needs

		NEEDS		
FEATURES / REQUIREMENTS	Stage 2			
	<u>BENEFITS ASSESSMENT</u>			
	What features provide the greatest benefit to solve stakeholders' needs			



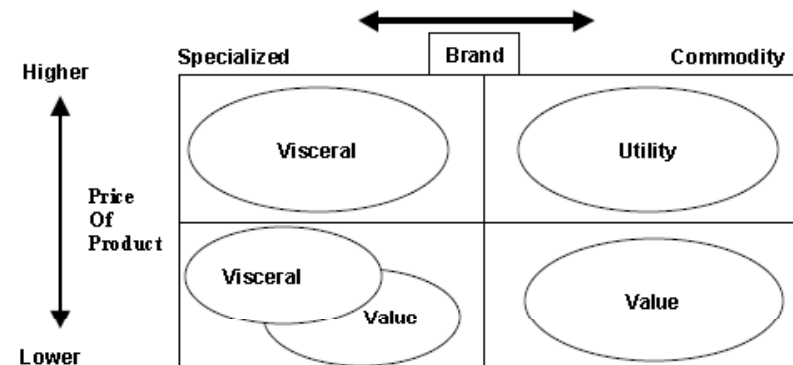
Features provide benefits that satisfy stakeholders' needs

Stage 3 – DELIVERY

Packaging features into the right solution set for different customer segments is paramount. This optimizes the value for customers and maximizes revenue / potential

FEATURES / REQUIREMENTS					
Solutions	Stage 3				
			<u>DELIVERY</u>		
		How to optimize product through pricing, packaging, and price			

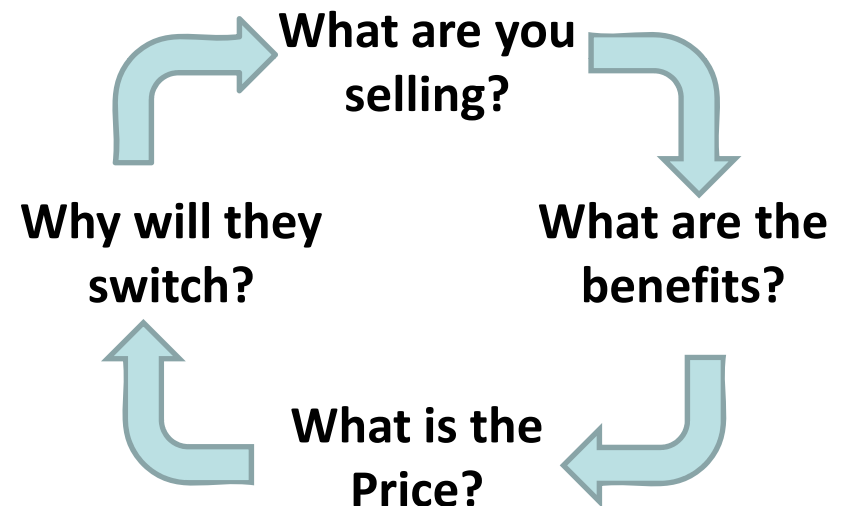
Factors that optimize product delivery



Stage 4 – VALUE PROPOSITION CREATION

Answers the question of why customers would want to switch - the key to a strong value proposition

		SOLUTIONS		
ALTERNATIVES	Stage 4			
	VALUE PROPOSITION CREATION			
	Why do customers want to switch to our product			



Deliverables

Market Research

- Customer interviews
- Key Employee Interviews
- Competitive analysis

Design Requirements

- Use case development
- Business model & optimization
- Data modeling

Marketing Communications

- Key message creation
- Creative brief creation
- Review and create support collateral

Sales Development

- Develop and train Sales people
- Develop Sales scripts
- Develop Sales presentations
- Help with lead generation

Value Proposition

- Creation of the strongest *Value Proposition* for your product