



A Product Development and
Marketing Firm

CAPABILITIES PRESENTATION

Stages Of Innovation (**SOI**) helps clients develop and execute growth strategies that are driven by a superior understanding of profitable demand.

Define

Our approach is to understand the marketplace and the unmet needs first. Once assessed, we can create the proper business model. At this stage, our model takes into account the needed product requirements, target markets, and necessary positioning in order to fulfill against the unmet need and maximize a products' value proposition.

Design

To properly address the opportunity, the right blueprint needs to be created. Here we put our vast experience to work. This begins with establishing the products attributes. This stage includes concept development (for new products) or the integration of attributes and features that deliver best positioning with leverageable market benefits.

Communicate

Once positioning is established, the solution needs to be communicated with maximum impact. In this stage, SOI will lead the creation of all collateral / support material, sales training and channel development elements.

Launch

At SOI, we make it happen. When launching a new or repositioned product, be it in a pilot / beta stage, we provide the blueprint for success. Our expertise extends to manufacturing integration through all levels of operations (order to cash, customer acquisition, sell through). This is where the "rubber hits the road". We've been there and know what it takes. SOI helps navigate these roads successfully to meet the unmet market needs and drive profitable growth.



Setting the scope early in the project is key to avoiding delays later on. The SOI methodology works effectively across all timeframes and product scope

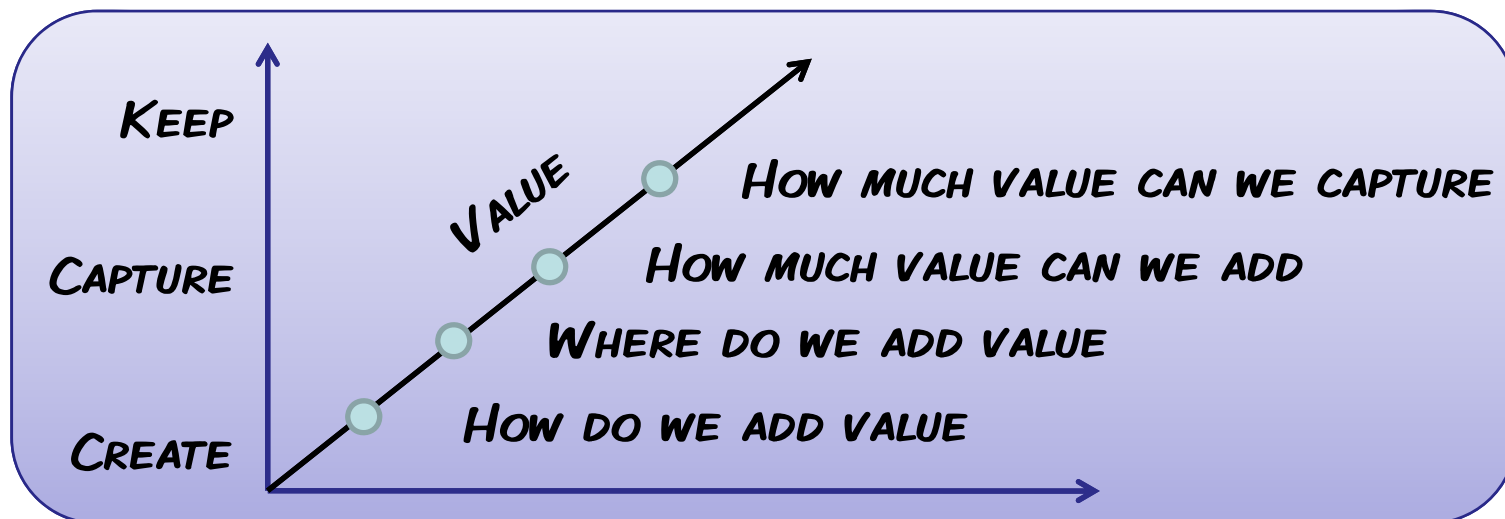
	<i>BASE BUSINESS</i>	<i>MAJOR GROWTH DRIVERS & INITIATIVES</i>	<i>FUTURE GROWTH INVESTMENTS</i>
<i>TIME HORIZON</i>	<i>CURRENT YEAR</i>	<i>UP TO 18 MONTHS</i>	<i>3-5 YEARS</i>
<i>DEFINITION</i>	<i>ON-GOING BUSINESS REVENUE</i>	<i>MAJOR SOURCES OF NEW REVENUE</i> <i>MAJOR GROWTH INITIATIVES</i>	<i>FUTURE GROWTH INVESTMENTS</i>
<i>KEY ACTIONS</i>	<i>DEFEND EXISTING MARKETS</i> <ul style="list-style-type: none"> • <i>CURRENT PRODUCTS</i> • <i>CURRENT CUSTOMER SETS</i> • <i>CURRENT GEOGRAPHIES</i> 	<ul style="list-style-type: none"> • <i>CROSS SELLING CURRENT CUSTOMERS</i> • <i>WINNING COMPETITIVE CUSTOMERS</i> • <i>POSITIONING FOR GROWTH</i> 	<ul style="list-style-type: none"> • <i>ADJACENT MARKET PENETRATION</i> • <i>NEW LINE OF BUSINESS</i>

Stage 1

Define

The Stages Of Innovation product plan is designed to find, create, and keep the value you develop in your product or service. Using our product development toolkit the work from this stage will provide:

- ***BUSINESS MODELS***
- ***PRODUCT REQUIREMENTS***
- ***TARGET MARKETS***
- ***CHANNEL STRATEGIES***
- ***VALUE PROPOSITIONS***



The Stages of Innovation product plan is the perfect extension to your business planning cycle. With our plan you will cover product related areas often missed in a standard business plan.

The SOI Product Planning document follows the following outline:

- *DEFINING THE NEED*
- *DEVELOPING THE PRODUCT OR SOLUTION*
- *EVALUATING THE COMPETITION*
- *SETTING THE PRICE POINTS*
- *ESTABLISHING THE VALUE PROPOSITION*
- *DETERMINING HOW TO REACH THE CUSTOMER*
- *MEASURING THE RESULTS (FINANCIAL STATEMENTS)*
- *PLANNING THE EXECUTION*
- *UNDERSTANDING AND MITIGATING RISK*

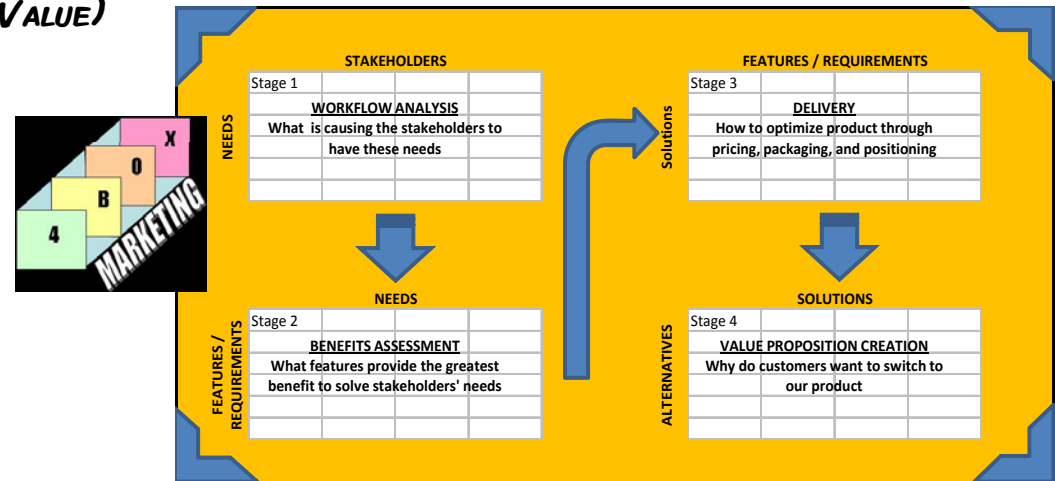
The SOI Product Plan is used throughout the engagement from definition phase through launch

Stage 2

Design

It is critical to think beyond the product design to key areas of the business model. Using our 4BOX Marketing process we make sure all the design points are aligned. The goal of this stage is to design the following:

- **PRODUCT OR SERVICE FEATURES**
- **BUSINESS MODEL (HOW WE CAPTURE VALUE)**
- **COMMUNICATIONS PLAN**



Stage 3

Communicate

4BOX Marketing provides specific marketing and sales management strategies that help fill the gaps in your organization or to improve the results to help guarantee the success of a product.

The goal of this stage is to develop the communications for the following:

- **COLLATERAL/SUPPORT MATERIAL**
- **SALES TRAINING**
- **CHANNEL DEVELOPMENT (DIRECT / INDIRECT / PARTNERSHIPS)**

Stage 4

Launch

Success comes from a systematic pursuit of opportunities. SOI's development approach is the best launching pad to make sure your endeavor takes off. This stage ensures your launch is successful, including:

- *DESIGN OF ALL PHASES OF LAUNCH – ALPHA/BETA/PILOT/ROLL OUT*
- *OPERATIONS (ORDER TO CASH)*
- *CREATION OF LAUNCH METRICS*



At SOI, we offer a flexible approach in order to meet your needs. We can undertake the entire process, a portion of it, or be an extra pair of hands for your team.

	<u>Deliverables</u>	<u>Timing</u>	<u>Cost</u>
Define	<ul style="list-style-type: none"> • Business Model Creation • Product Requirement • Target Market • Channel Strategy • Value Proposition 	6-8 Weeks	TBD with Client
Design	<ul style="list-style-type: none"> • Product or Service • Business Model (Capture Value) • Communications Plan 	4 Weeks	TBD with Client
Communicate	<ul style="list-style-type: none"> • Collateral/Support Material • Sales Training • Channel Development (Direct / Indirect / Partnerships) 	4-6 Weeks (Does Not Include Production)	TBD with Client
Launch	<ul style="list-style-type: none"> • Alpha/Beta/Pilot/Roll out • Operations (Order to Cash) • Launch Metrics 	TBD with Client	TBD with Client

SOI = MAXROI

- Choosing SOI means partnering with firm that will think and act as an extension of your team. All learning derived from the DEFINE stage will be utilized throughout the entire end-to-end SOI process. That means, no new learning curves for each stage, no additional time requirements to “re-learn” a business issue, and no additional fees from new specialized companies. This “leakage” of fees and time that accompanies the use of multiple consultants just doesn’t exist with SOI.
- In the end, it all comes down to time and money as exemplified here:

	DEFINE	DESIGN	COMMUNICATE	LAUNCH	TOTAL
SOI:	\$ 10,000 1 week	\$ 10,000 1 week	\$ 10,000 1 week	\$ 10,000 1 week	\$ 40,000 4 weeks
Consultant 1^a:	\$ 20,000 2 weeks				
Consultant 2^b:		\$ 20,000 3 weeks			
Consultant 3^{c, d}:			\$ 20,000 2 weeks	30,000? 5 Weeks?	
Total All Specialized Consultants					\$ 90,000 12+ weeks

a - Specializes in Market definition ONLY

b - Specializes in Product Design ONLY

c - Specializes in Market Communications ONLY

d - Assumes that additional Operational/Launch plans can be created

Maximize your ROI by using SOI...the one source solution from design to launch!



“Success is more likely to result from the systematic pursuit of opportunities than from a flash of genius...”

Peter F. Drucker
The Discipline of Innovation, HBR 1985



Contact us today to get started

ROB GOLDBERG

914-261-3061

RGOLDBERG@STAGESOFINNOVATION.COM

BOB O'KEEFE

203-241-6903

RSOKEEFE@STAGESOFINNOVATION.COM