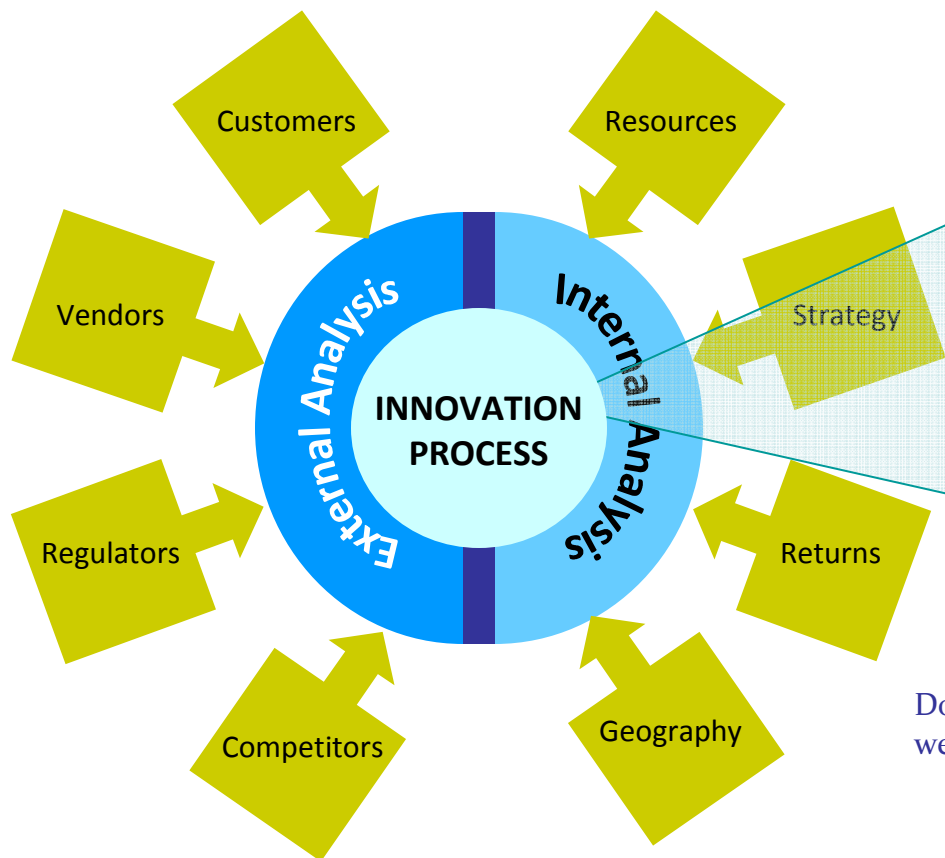




# IncuHive's Innovation Model

Building sustainable products requires accumulation and analysis of information from a variety of inputs. Too many companies focus solely on internal inputs thus failing to address real pains in their markets. IncuHive has developed a tool that promotes discovery and ensures clients consider all relevant inputs during the innovation process. We call it the **Innovators Wedge™**



Are we missing key resources?

Can we build this thing and add economic value to the organization?

CONCEPT PAIN	IDEATION	SCREENING	MARKET TESTING	DETAILED ANALYSIS	PILOT TESTING	IMPLEMENTATION	COMMERCIALIZATION
Identify high priority pain from existing or prospective customers. Define attributes of a successful product. Identify current vendors.	Create the hypothesis and begin vetting with other executives. Test against the existing and existing product portfolio.	Downsize the concept against the development, sales and support teams. Generate metrics / acceptance.	Pick a representative customer sample and run focus groups to get feedback on feature benefits, pricing and payback. Review competitive landscape. Begin estimating demand.	Construct the initial business case and supporting financials. Scenario analysis is critical to ensure your team is considering all possibilities. Evaluate existing capital resources. Review opportunity costs.	Build initial working prototype ensuring fit and consistency with current resource model. Choose small test group and define test parameters. Specify success and failure metrics. Finalize product concept and report if necessary. Scope commercial build wide.	Complete final design and product spec. Complete feature / benefit analysis. Key vendors have been retained. Marketing collateral is designed and go to market plan complete. Bug space quantified. Create IATA and knowledge base. Sales team trained and armed with collateral and talking points.	Marketing material is produced and disseminated. Pricing and TCO models have been created. Lead generation is producing prospects. Sales team is engaged with high priority targets. Operations has developed support infrastructure. Trade shows have been identified and staffed. All resources are "On Flight".

Is our company addressing the biggest point of pain of our customers?

Do our customers and vendors believe we are the right company to build this?

Can we create a unique advantage from our resources?