

About Innovare

INNOVARE[®]

Grounded in Research, Driving for Innovation

Innovare focuses creativity and inspires innovation

Innovare is a front-end of innovation research and consulting company. We build the knowledge, process, and climate needed to create winning new products, services, and customer experiences that build brands and drive business growth.

- Our research creates insights about customer needs, market drivers, and enabling technologies and capabilities
- We facilitate teams through our front-end Discovery, Concept Development, and Validation process
- We deliver innovation strategy, technology direction, and new product and service concepts that drive business growth

Founded in 1999, Innovare serves a diverse customer base, from business-to-business to consumer product and service companies. Our consulting team has an average of 25 years experience on both the client and supplier sides. We are hands-on innovators, researchers, team facilitators, innovation process consultants, and trainers.

Customer-centered innovation

Customer-centered innovation is a business process and a philosophy that places understanding customer needs at the center of the innovation process. We work with you to develop a deep understanding of customer needs and how those needs will evolve due to market drivers, changes in technology, and the competitive environment. We use those understandings to guide the creation of innovative new products, services, strategies, and brands.

Our Mission is to help you drive profitable growth through customer-centered innovation.

Our Services

Customer Research

Our customer research creates insights guiding innovation from discovery through validation.

Approaches: On-line and traditional qualitative research. Voice of the Customer using **Vocal Insights**® customer needs discovery and team immersion, ethnography, in-depth interviews, focus groups, and customer panels. We work with consumers, professionals, experts, and executives.

Technology Discovery

We guide teams through the scouting process to identify, explore, and adopt new technologies that enable higher levels of innovation. We map technologies to customer needs and define how to apply the technology to create differentiated solutions and competitive advantage.

Concept Development

We spark team creativity in a safe and creative climate during our **Innovare Greenhouse** workshops. We drive ideas from customer, market, and technology insights delivering well developed innovation solutions.

Innovation Strategy

We develop innovation strategy by providing strategic business and technology research and apply our front-end discovery model towards strategy formulation.

Approaches: Policy, market, and competitive analysis, technology mapping, scenario planning, expert and executive interviews, and Delphi panels.

Front End Consulting & Training

Our front-end process increases innovation success rates. It includes three-phases: Discovery, Concept Development, and Validation. It aligns marketing and R&D with strategy and delivers a portfolio of new products, services, and business opportunities to fill the development pipeline.

I N N O V A R E®

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Industries We've Served

- Health care
- Chemical
- Digital communication
- Electronics
- Medical device
- Food and beverage
- Consumer products
- Publishing
- Financial
- Education
- Energy
- Advanced materials
- Construction
- Packaging

Some of Our Customers

- Bayer
- Xerox
- Dow
- Blue Cross Blue Shield
- Sealed Air
- EMD
- Coca-Cola
- Praxair
- Symrise
- Houghton-Mifflin
- Prentice Hall
- Harvard Pilgrim HealthCare
- First Energy
- Cadbury
- Ocean Spray
- Electric Boat

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