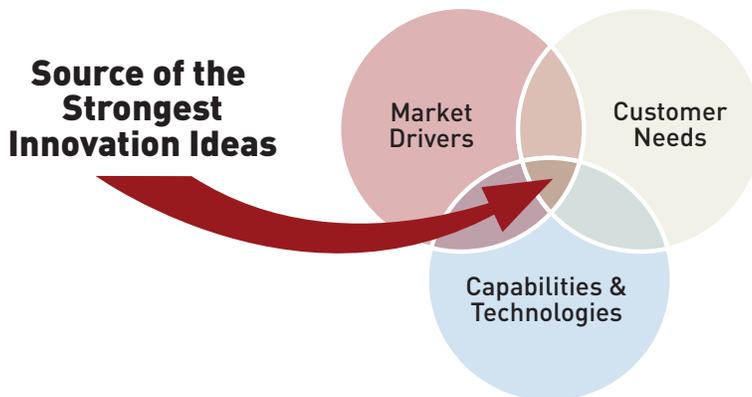


## Fill your development pipeline with a portfolio of high value innovations

**TriCept<sup>SM</sup>** is Innovare's systematic and repeatable process for strategy and concept development in the front end of innovation.

Using a triangulation approach, innovation teams uncover insights and create new product and service opportunities based on a deep understanding of three key areas: market drivers, evolving capabilities and technologies, and customer needs.



## Our process foundation

Delivers better opportunities through a **systematic triangulation** discovery approach

Uses **cross-functional team immersion** efficiently enabling members to quickly understand customer problems and focus on creating solutions

Uses an **informed idea generation** approach that dramatically increases the strength and value of concepts and strategies

Draws from **proven team creativity** techniques to imagine new ideas and shape them into viable new concepts

Brings in a **strategic portfolio perspective** to shape and refine recommended innovation opportunities

Provides **strong organizational alignment** around innovation opportunities, reducing implementation barriers.

### Tricept Delivers

- ➔ A systematically developed innovation strategy
- ➔ Portfolios of high-value, customer-driven new products and services
- ➔ Innovations ranging from fast, incremental changes through game-changing breakthroughs
- ➔ A plan for capability expansion to support the new products and services
- ➔ Organizational alignment around the innovation agenda

# The three-phase TriCept process

## Phase 1. Engage your Team with Discovery Insights

Through custom research and discovery workshops, we systematically explore and define market drivers, customer needs, and evolving technologies and capabilities to define discovery insights that fuel strategy and concept development.

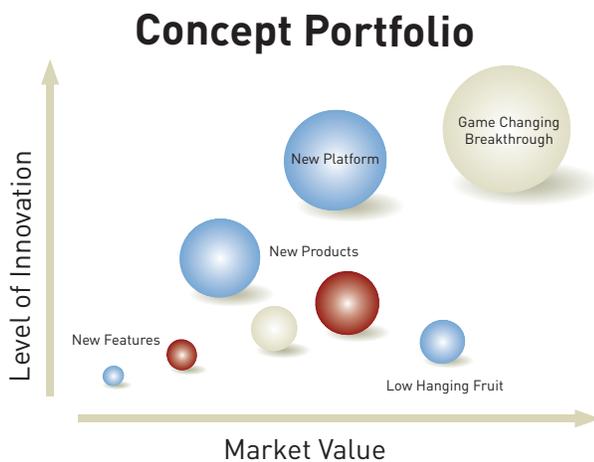
## Phase 2. Distill the Insights into Ideas and Concepts

The discovery insights are used as catalysts for creating new concepts during an informed idea-generation process. We deliver a range of ideas and concepts for new products, technologies, and innovation strategies.

## Phase 3. Refine and Validate Your Concepts for Implementation

A strategic synthesis and portfolio recommendation are developed and we gain buy-in by addressing stakeholder and organizational needs. During team and customer workshops, we focus on defining the product, technology, and organizational capabilities required to implement the recommendations. We align features with customer requirements, understand customer adoption, estimate the market opportunity, and build a case to prove the propositions.

“We work with our customers to deliver robust portfolios of innovation opportunities that drive profitable growth”



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