



Light the bulb SM

New Product Workshop

*For Ideas
that think they may want to
become New Products SM*

The workshop helps Idea-Teams answer three questions:

1.

Idea assessment “Is the idea worth pursuing?”

- Simply stated, what is our technology?
- How is it protected?
- What are the applications, products?
- Who will buy this product and how much will they pay?
- Can this product make any money?
- How is the world surviving without our product today?
- Why is our product going to be better?
- How will we get our product all the way to the end users?
- What is it going to cost?
- What is it going to return?

2.

Intrapreneur’s assessment “Can we make this happen?”

- Do we understand *The Road to a New Product*?
- How does NPD work in our company?
- So we think we want to be Intrapreneurs?
- But what about all the other priorities?

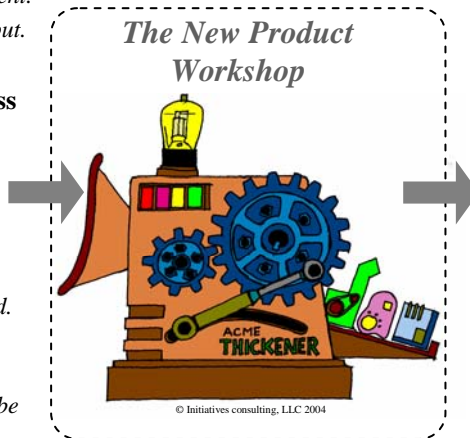
3.

Next steps “What should we do after the workshop?”

- How do we gain management support?
- How do we find resources?
- What are our next priorities?
- How can the community help us?

Who should attend, and why?

- **Small businesses**
 - Use a proven NPD process before you have your own.
 - Align resources that you may not have in-house.
- **Large businesses**
 - Approach NPD outside your normal process.
- **All businesses**
 - Escape daily routine. Devote time to “that nagging new idea.”
 - Develop, retain intrapreneurial talent.
 - Capture the diversity of outside input.
- **In-house marketing & business development folks**
 - Have time to “thicken”; with an appropriate team.
 - Efficient screening process.
 - Have some “fun!”— get away!
 - Take back a solid answer for management on whether to proceed.
- **Tech transfer offices at universities and companies**
 - Venue for orphaned technology to be transferred to a commercialization champion.
- **Professors/Subject Matter Experts**
 - Align their knowledge with new product ideas.
 - Connect with related businesses.
- **Business Schools**
 - Time spent contributing to, and studying actual new product development teams in action.
- **NPD Coaches**
 - Interaction with regional companies and the new technologies they are trying to commercialize.



Beyond the attendees, who else benefits?

- **Senior management**
 - Increased quality & quantity of new ideas.
 - Educating employees on leading NPD methods.
 - Efficiently thickens ideas, so you can make better Go/No-go decisions.
- **Regional marketers**
 - Improved commercialization statistics.
 - Unique venue to tout.
 - Recruitment and retention of past and current residents.
- **Economic developers**
 - Stronger companies and job creation potential.
 - Increases potential for spin-off's and new JVs in the area.

Initiatives consulting, LLC offers your organization a fast, efficient way to turn high-tech ideas into projects—and filter out ideas that probably shouldn't go forward.

What is it? A workshop designed to investigate very early stage ideas; assessing their potential as the foundation of a new product within an existing business.

What's the format? Idea-teams complete two, intense 1-day sessions separated by 1-day of “homework”.

What's an “Idea-Team”? Teams are created around a central technology, product, or business idea. Each team, at minimum, contains a champion, a technologist, a marketing professional, and a local NPD coach.

Each team receives...

- *Formation of working team around their idea*
 - *Proven local coach (for 30 hours)*
 - *Initiatives consulting expertise throughout the workshop and for 1-day of follow-up.*
 - *Pre-qualified MBA student (for 30 hours)*
- *Curriculum-driven, 20-hour workshop, founded on idea-thickening™ pedagogy, plus notebook materials*
- *Professional, early-stage feedback from expert panel*
- *Networking with other idea-teams and local sponsoring resources*
- *Food and drink provided*

And leaves the workshop with...

- *“Idea Screen” presentation (10-15 slides, driven by Caligram™ templates)*
- *Decision: “is it worth spending more time on this idea?”*
- *Insight into their entrepreneurial fortitude and team needs.*



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What makes this workshop unique?

- ✓ Directly applicable to the “*concept*” stage.
- ✓ Unique format (rapid-fire lecture, break-out sessions, thickening day).
- ✓ 80% hands-on; only 20% lecture.
- ✓ Advances real opportunities versus case studies.
- ✓ Includes modules to foster the *Intrapreneur* & test the corporate NPD culture.
- ✓ Dedicated, hands-on coaches are matched to idea-teams.
- ✓ Customized to the local region.
- ✓ Coalesces the business community, (with optional, multi-company participation):
 - *Technology, coaches, economic development, sponsors...*
 - *Establishes networking and potential partnerships.*

Agenda

Kick-off Dinner **4:00 - 7:00 pm**

- Networking & Welcome
- Keynote: “The Road to a New Product”
- Dinner, with Assignment #1

Day One **8:00 am - 6:30 pm**

- Assignments #2-8
- Homework Explained (including assignments #9 & 10)
- Reporting Out: you, your idea, and how it’s going so far
- Panel Discussion: local NPD experiences
- Wine and Cheese reception

Day Two: Thickening **1 day**

Teams work independently to complete assignments and prepare final presentation.

Day Three **8:00 am - 6:00 pm**

- Intra-preneurship Survey Results
- The NPD Art Gallery: pitfalls, and how to avoid them
- “Outstanding Opportunity Analysisiology™”
- Assignments #11 & 12
- Presenting your case, including expert and peer feedback
- Making it happen: where do you go from here?
- Closing reception

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