

# Co-creating the future.

Growth Acceleration. Digital Strategy. Innovation Effectiveness.

## Adapt faster. Identify future opportunities sooner. Position to win with innovation as the catalyst.

Rapidly changing world events are forcing companies to change rapidly. With uncertainty about the future, many companies eye investments in R&D programs, new product development, and innovation as places to cut risk and conserve cash.\* This leads to missed opportunities and a possible competitive disadvantage when things recover.

**Activate innovation to prioritize the right strategic bets with high ROI potential.** With BrainSprint's Growth and Innovation Tune-up, you will be ready for what the future has in store. In your company we assess objectively what's working and what's not, develop strategies to enhance outcomes, and work with your existing team to implement those plans rapidly and cost-effectively. We train your team to quickly recognize opportunities and develop and implement impactful solutions. BrainSprint's process consistently delivers high-quality results in less time and with fewer resources.

## Activate innovation in your company to excel

### Growth & Innovation Tune-up



#### Accelerate New Revenue Growth

- Create more new product wins
- Renew existing products with new ideas
- Reduce development risk and cost



#### Optimize your Commercial Strategy

- Align digital roadmap to commercial success
- Address customer needs more effectively
- Build strategic partnerships



#### Capitalize on Pro-Innovation Culture

- Adapt to change faster
- Accomplish more with fewer resources
- Achieve higher productivity with a more engaged team

\*Only 6% of executives are satisfied with their innovation performance. - McKinsey Global Innovation Survey

# Expertise

Activating innovation across your enterprise requires a SWAT team with diverse skills and experiences who know how to get things done. Our team includes strategists, creatives, innovators, product leaders, marketers, developers, and designers who collaborate. We have led strategy, marketing, operations, and digital transformation at the c-level as well as having built successful companies from a raw idea. Navigating complex and highly-matrixed organizations while achieving rapid results is our specialty.

As business leaders and strategists, we understand how to contextualize problems in a way that leads to unique and compelling solutions. As skilled technologists, we help you deploy the right technologies to deliver better solutions that save time and money. As marketers, we help you focus on customers' true north. As growth architects, we help you build strategic partnerships to extend capability and capacity. As creatives, we've designed products and campaigns that surprise, excite, and motivate.

## Strategy

- Business Strategy
- Portfolio Optimization
- Digital Roadmaps
- Financial Modeling
- Opportunity Analysis

## Innovation

- Ideation Programs
- Design Sprints
- Voice of the Customer
- Product Incubation
- Innovation Management

## Go to Market

- Lead Generation
- Commercialization
- Strategic Business Development
- Social / Digital Strategy

## Design

- UX / UI
- Visual Design
- Brand Identity
- Web Solutions
- Video & Animation

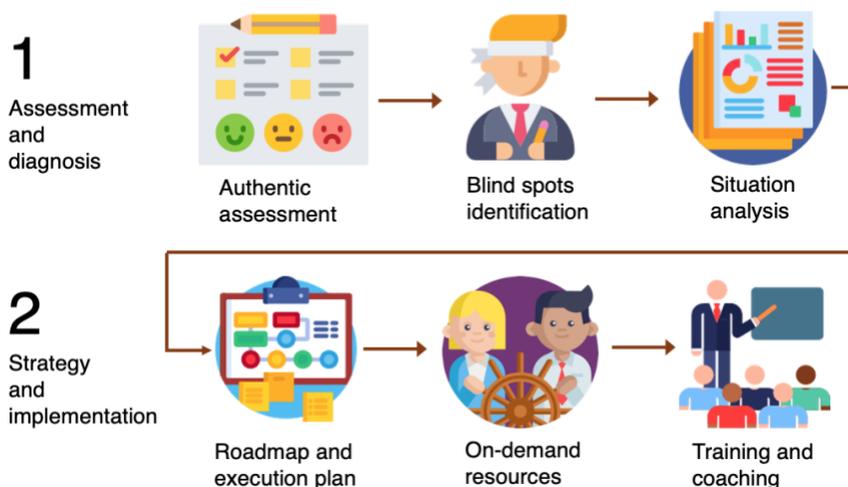
# Growth & Innovation Tune-up

With innovation as a catalyst, we help you set the right goals given economic realities. First, we help you understand the situation prioritizing problems and opportunities, then identifying novel and impactful solutions. With data-driven process and technology, we track measurable results. Finally, we train your team to adapt quickly to new situations and challenges using our proven 2-step process.

# Value Delivered

We augment your team with embedded experts to support your initiatives. Our program up-levels your team with innovation skills and process so they can repeat success on their own. They are then more prepared and engaged to do what's needed to win on their own.

## Activating innovation process drives results:



-  Adapt to change faster
-  Identify high quality opportunities
-  Achieve high ROI faster
-  Increase new product wins
-  Enhance existing operations
-  Develop collaborative innovation bench strength

Contact us to learn how we can co-create your future success.