

# Innovation Tools & Techniques

## Opportunity Identification

Unveil and identify attractive business opportunities



## Conceptualization

Shape value propositions and business models to address that potential.

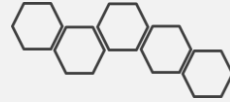


## Development

Iterate fast and cheap.  
Grow with solid roots.



AI support



## Design Thinking

External & Internal analysis



Trends



Leverage Assets



Customer Intimacy



10 types of innovation



Orthodoxies



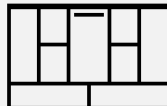
Moonshot thinking



Disruptive patterns



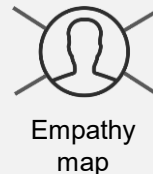
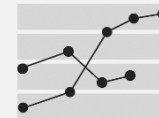
Alternative business models



Value proposition Design



Blue Ocean Strategies



Empathy map



Job to be done



Non consumers

Customer Journey Design



Service Blueprint Design



Creativity tools



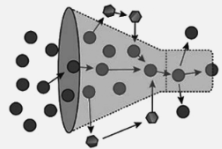
Portfolio management



Lean Startup



Open Innovation

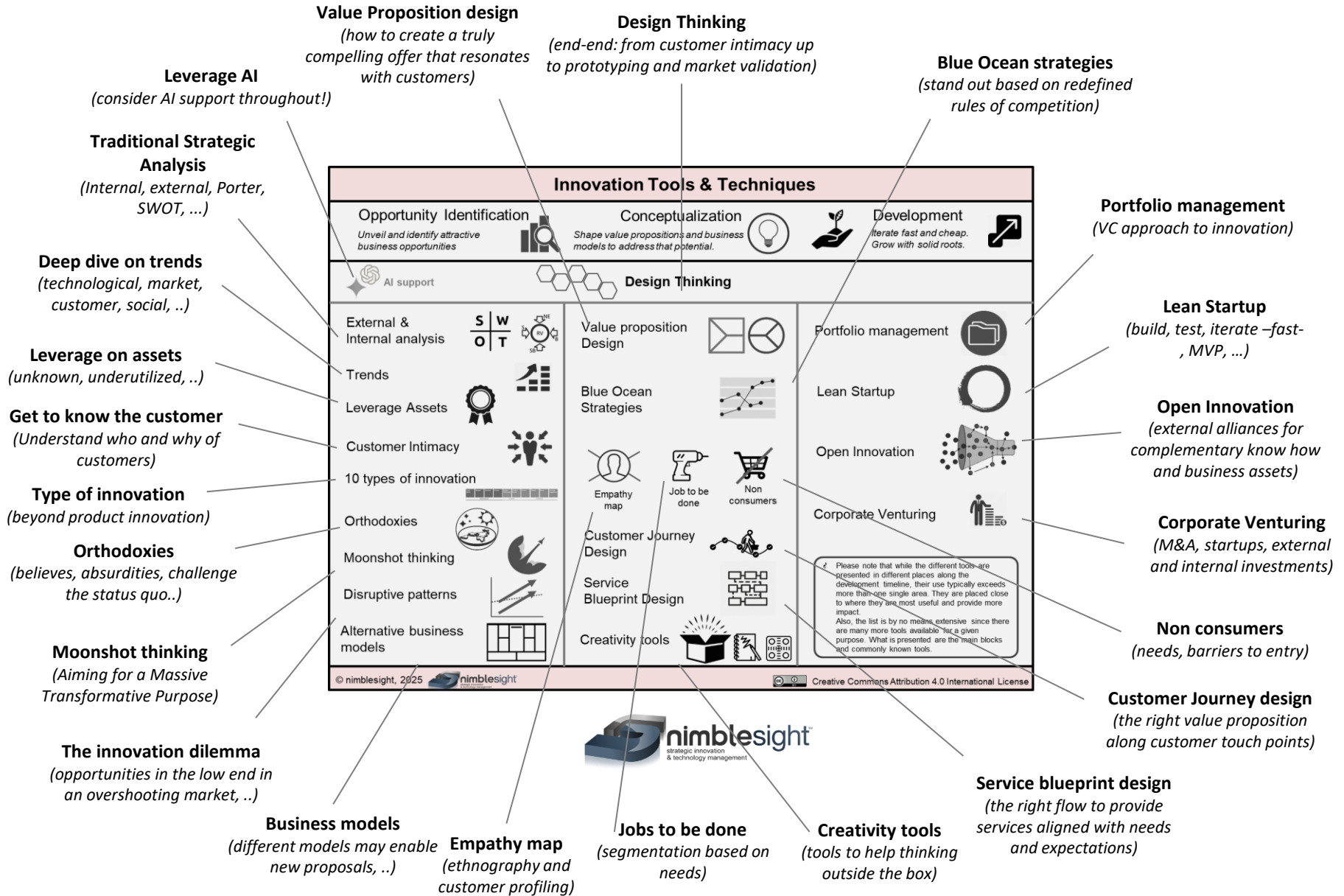


Corporate Venturing



Please note that while the different tools are presented in different places along the development timeline, their use typically exceeds more than one single area. They are placed close to where they are most useful and provide more impact.  
Also, the list is by no means extensive since there are many more tools available for a given purpose. What is presented are the main blocks and commonly known tools.

# Innovation Tools & Techniques – at a glance



## Get the whole picture of innovation and see how it can really help your business

- Understand the complexity of innovation and identify the actionable pieces to implement a sustainable innovation growth engine in the company
- Get to know the most common tools and methodologies to extract the maximum value in an effective and dynamic environment

## Become experts at reaping the benefits of new technologies and trends. Better insights and faster deployment.

### From... a company

- expert at current products & services, extracting diminishing value in a maturing market, with incremental (more of the same) developments, with traditional product development pipelines,

### To... a company that:

- Learns, evolves and adapts continuously
- Considers options outside its comfort zone
- Does an exhaustive and objective formulation of options
- Manages and balances risk
- Agilely responds to new opportunities while maintaining solid operations
- Breaths innovation both internally and externally

## Let's work together!

We want you to achieve your business goals. A few examples of how we can help:

### Manage innovation

- Manage innovation with rigor, with the right indicators
- Diagnostic on innovation capabilities
- Foster a culture of innovation. More skills and judgment
- Put in place a solid innovation pipeline for future growth
- Take your strategic analysis to new heights
- Explore business models beyond the existing
- Maximize the value of your business assets
- Reap the benefits of open innovation and partnerships

### Manage knowledge

- Analyze markets and put in place a sound competitive intelligence
- Get insight from Big data. Use the power of data driven innovation
- Manage the relevant knowledge within and outside the company
- Perform comprehensive technology scouting
- Launch energizing innovation campaigns

### Manage development

- Create innovative products and services
- Move ideas to market. Explore and adapt
- Increase the agility from insight to business & market valuation

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