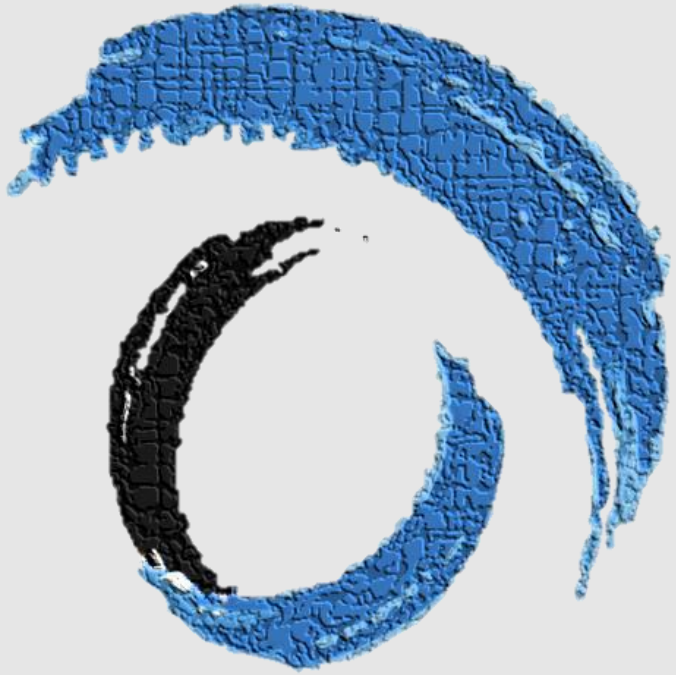
The Inovo Group

An Introduction



A Quick Overview

- Launched in 2001…one of the original innovation consulting firms to form in the early 2000s.
- Focused on *strategic innovation*, including future vision, opportunity creation and innovation system design-build.
- Focused on companies, large and small, that view science & technology as a competitive differentiator.
- Broad industry coverage, recognizing the value of technology leverage across industry boundaries.

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17 Years of Client Collaboration in a Wide Variety of Industries

What our clients say about Inovo…

- Well-developed approach… **adapted to OUR situation**
- **Understands the technologies** critical to our present and future
- Great at getting us **outside the four walls**
- Very **collaborative** approach
- Helps us with the ***internal* barriers** to adoption

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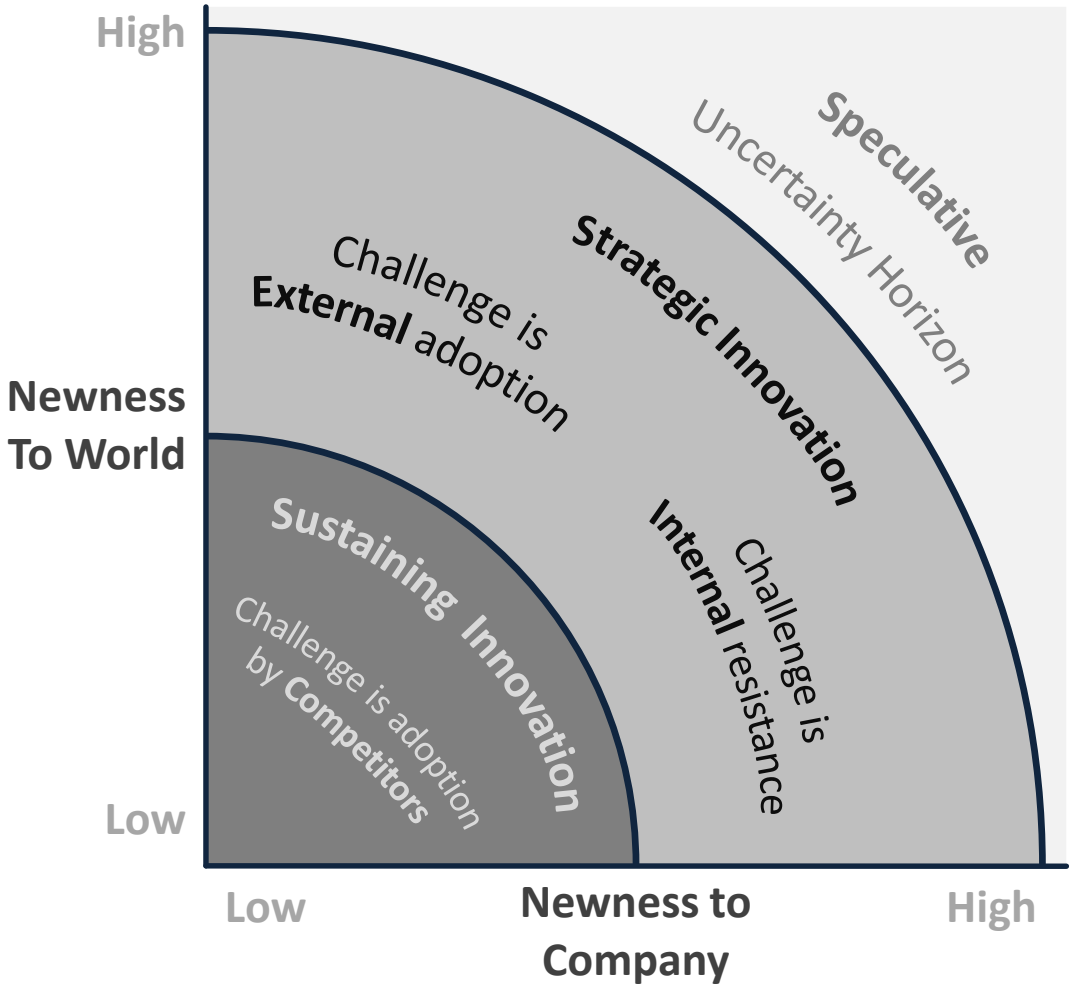
Our Focus is Primarily on *Strategic* Innovation…

Sustaining Innovation
is necessary to stay competitive in the *short* term

***Strategic* Innovation**
is necessary to stay competitive in the *long* term.

Both are necessary, but ***Strategic Innovation*** is the greater challenge… and the focus of Inovo.



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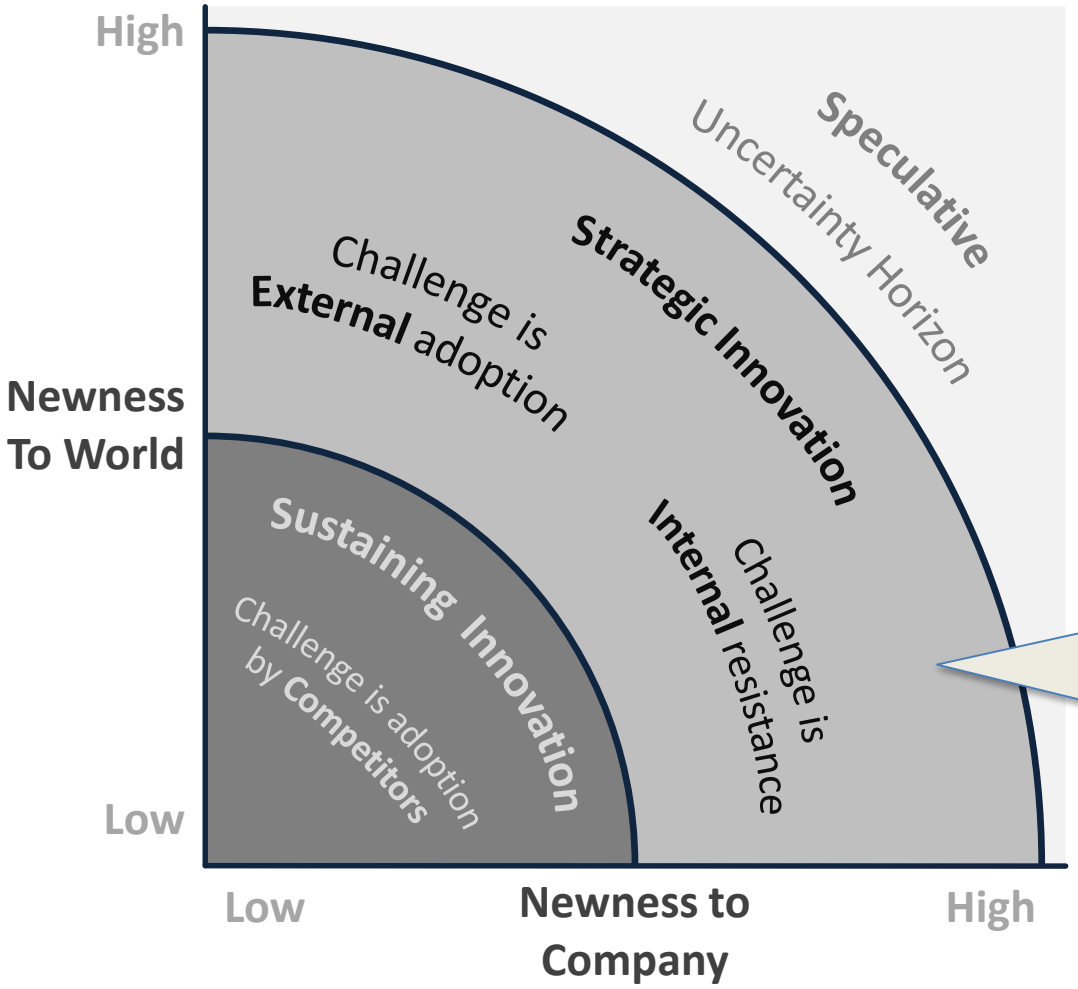
…Which has Very Unique Challenges



Challenges of Strategic Innovation

1. Clear view of 2 to 10-year future trends & scenarios
2. New internal capabilities
3. More collaboration with external entities
4. Key insights not limited to ‘voice of the customer’
5. Test & learn approach to development and launch
6. New decision-making methodologies
7. New metrics for decision-making and for success
8. Cultural contrast with operating units

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Our Approaches are Guided by Six Principles of Strategic Innovation

Embrace Discomfort

Strategic innovation involves high uncertainty and pushes against the company's boundaries, perceived and established. This causes discomfort, and more frequent failure, which should be embraced.

Iterative Deepening

An iterative approach to learning and decision-making is an efficient means for developing futures, domains and opportunities in a large and complex space.

Opportunities, not Offerings

The objective of strategic innovation is to discover opportunities – not just products and services. An opportunity melds what's wanted with what's possible into a business model.

Journey, Not Epiphany

Strategic innovation is an iterative thinking and learning journey in pursuit of demand, design, system and organizational insights, which become the basis for compelling opportunities.

Collective Creativity

Individual creativity is helpful but not sufficient for strategic innovation. Collective creativity arises from the mingling of diverse perspectives and knowledge from experts and non-experts alike.

Adoption Ecosystem

For strategic innovation, the customer is important but you must look to the broader ecosystem of adoption enablers for demand, design and system insights.

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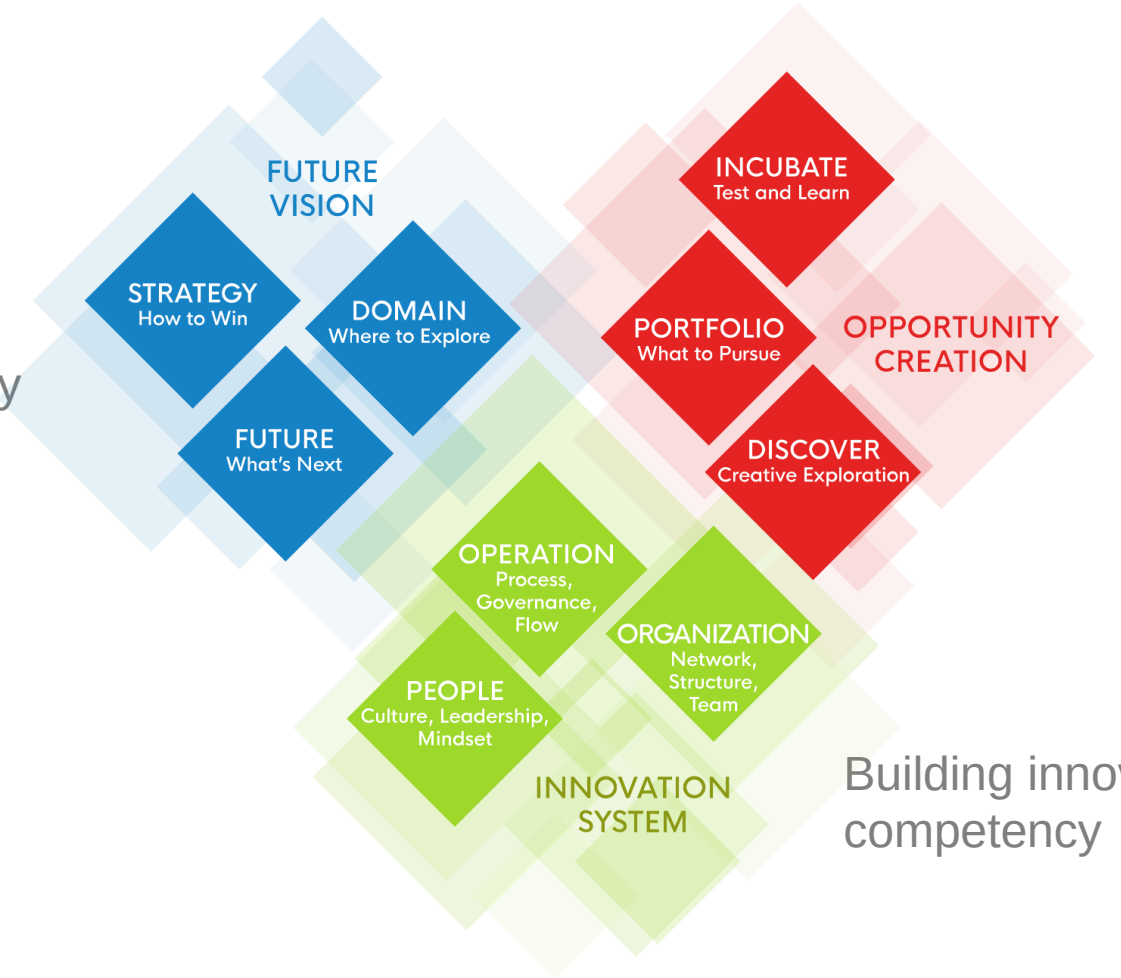
We Have Deep Experience in Three Major Service Areas

Making strategic choices about how and where to play



Developing strategic and differentiated opportunities

Building innovation competency

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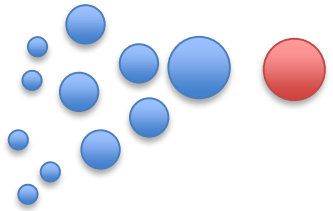
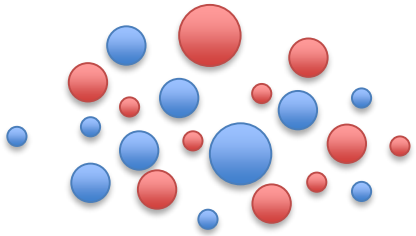
We Work Effectively Under a Range of Collaboration Models

1 Sourced



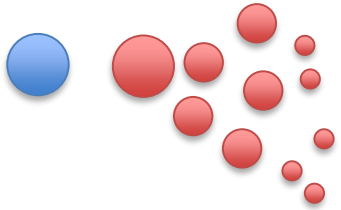
Inovo provides nearly all or all of the “working team” research and opportunity development resources

2 Blended



Both client and Inovo populate the “working team”, collectively doing all of the research and opportunity development work

3 Guided



Client resources do most of the research and opportunity development work with Inovo playing a training/facilitating role

In all three cases, Inovo maintains an active and collaborative presence, providing project management, community building & engagement, and opportunity evaluation support.

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Strategic Innovation Consulting … *it's all we do*

What We Don't Do	Who Does
Idea management software	Spigit, Imaginatik, BrightIdea
Brainstorming	Ideas To Go, Catalyst Ranch
Seeker-solver events	InnoCentive, Nine Sigma
Portfolio software	PlanView, SmartOrg
Syndicated market research	Frost & Sullivan, Communispace, Lux
Product design innovation	IDEO, Frog, Fahrenheit 212

Inovo Own the Unknown™
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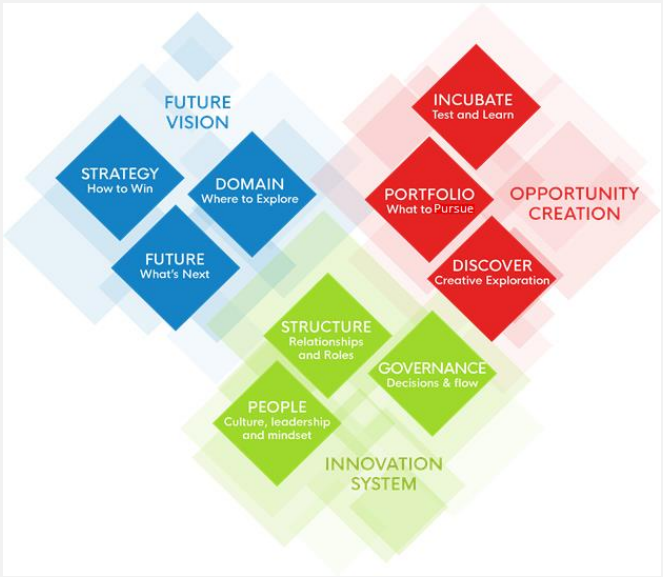
The Inovo Group

With Inovo as collaboration partner and guide, organizations transform their innovation offerings, cultures & capabilities.



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