

# OPPORTUNITY DISCOVERY

Opportunity Discovery is at the very front end of innovation. This pre-ideation phase helps you fully uncover and explore valuable opportunities for your business. It starts with a comprehensive Needs Assessment to identify any areas of untapped potential—helping Facilitators design a process that employs the right creative tools and techniques. **You'll walk away with more defined, more strategic, and more paradigm-shifting opportunity areas to explore before moving to an ideation phase.**

**Watchout #1: Don't look for quick answers and jump right to solutions before you thoroughly identify all the opportunities. Opportunity Discovery is for the earliest stages of innovation—the pre-development white space.**

## OPPORTUNITY DISCOVERY ALLOWS YOU TO

- ▶ Fully explore opportunities without jumping to conclusions, or allowing Confirmation Bias to set in.
- ▶ Identify emerging trends before they flood the marketplace.
- ▶ Leverage distinctly different insights and perspectives—i.e. consumers, adjacent industry experts, internal intelligence, etc. to create a big-picture view of an opportunity.
- ▶ Make informed decisions about moving into an adjacent category or market.
- ▶ Break new ground that quantitative research just doesn't reach. Quantitative opportunity areas can lack newness/uniqueness because those types of ideas fall only within the radar or scope of the respondents.



## THE NEEDS ASSESSMENT METHODOLOGY

The Opportunity Discovery Needs Assessment uses a series of questions to **understand your current state of innovation, and the gaps within it**. It helps Facilitators gather two pieces of information needed to build the best process:

### We Don't Know What We Know = A Blind Spot

Assesses where knowledge and expertise exists internally, but awareness is nil due to any number of factors, such as historical-bias, team politics/dynamics, siloed departments/brands, etc.

### We Don't Know What We Know = Opportunities

The vast white space where it's hard to know where to innovate when you don't even know where to start.

## KEY TOOLS IN OPPORTUNITY DISCOVERY

▶ Expert Panels

▶ Stim-Hunting

▶ In-Depth Consumer  
Pre-Work

▶ Knowledge Transfer Sessions

▶ *Creative Ethnography*® Services

▶ *Inspire*® Consumer Insight  
Platform