

LEAD

Transfer Developing new Fields of Application

FROM VISION TO MARKET SUCCESS.

Structuring

- LEAD House of Innovation
- LEAD Innovation Process
- LEAD Innovation Culture
- LEAD Agile Innovation Management

Planning

- LEAD Roadmap
- LEAD Transfer**
- LEAD Trend Scouting
- LEAD Digital Innovation Management System

Inventing

- LEAD User Method
- LEAD Service Design
- LEAD Business Model Innovation
- LEAD New Business Development
- LEAD Innovation Contest
- LEAD Design Thinking
- LEAD Hackathon

Marketing

- LEAD Inbound Marketing
- LEAD Network

LEAD Innovation was founded in 2003, as a spin-off of the Vienna University of Economics and Business Administration, by Michael Putz. As the first provider of the LEAD User Method in German-speaking countries, we contribute our experience and our extensive network of inventors to our customers' innovation processes. We support you in structuring, planning, inventing and marketing innovations, including open innovation.

„You are well positioned in your market. Have you already reached your limits of growth? Or are there other applicable fields for your competencies?

With LEAD Transfer you can take a methodically secure path to find out in which market you can grow."

Michael Putz, Managing Partner





What you can do, can also be used in other areas

Challenge

You have potential to take on new tasks and are strong enough for further growth, and to conquer areas you've never thought of before. Strong enough for further growth, for conquering areas you've never thought of before. The question remains as to which markets offer you realistic opportunities. What skills of yours can be used elsewhere. In which related industries are your strengths are particularly in demand.

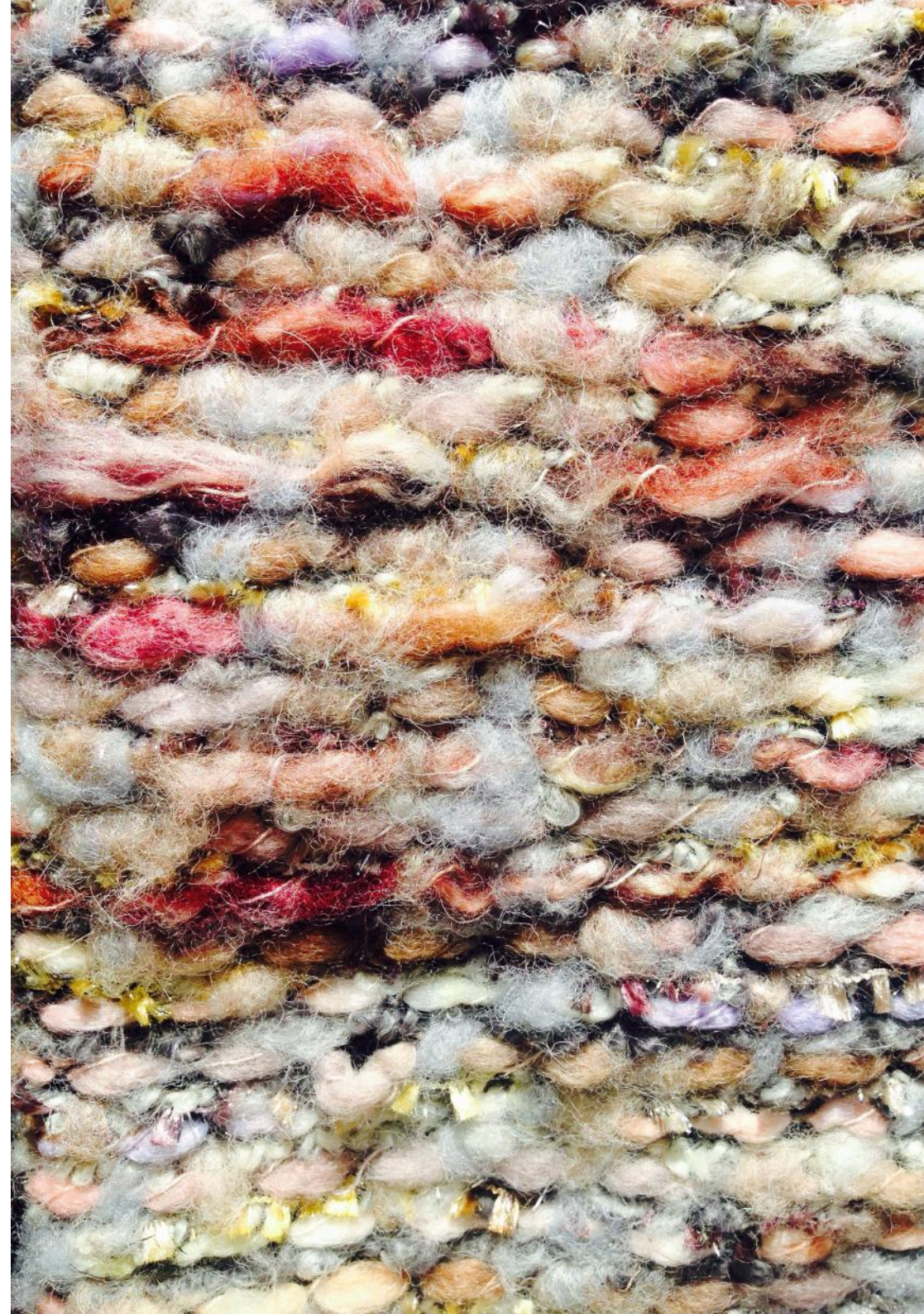
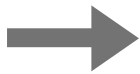
Method

We clarify your competencies, resources, and potentials. We identify new fields to apply and market these. Together we search through our extensive industry database and identify your opportunities for new growth.

We contact the potential target markets, determine their needs and develop the value proposition. We also look for early adopters and joint development partners. Finally, we bring everyone together to carefully weigh up the opportunities and risks. This paves the way to secure your future success.

Example: GETZNER TEXTIL AG

The core competence of Getzner Textil AG had so far been the production of highquality damask fabrics, which were in high demand in the Arab markets in particular. In the LEAD Transfer project we found out that Getzner's highly specialized processing methods could also be used successfully for certain textiles in the medical sector, where highly specific requirements are matched with corresponding purchasing power and large market volumes.



LEAD Transfer - Modules



Phase 1: Internal & External Analysis

The thorough analysis of your value chain creates a comprehensive understanding of your processes and competencies.

We clarify with you:

- the preliminary restrictions of the sector selection
- the core competencies of your company
- the potential benefits for new fields of application

In interviews with knowledge holders within your company, we assess your competencies in the areas of processes, product characteristics and customer benefits.

We check the competencies identified for their suitability for transfer to other industries. In a joint workshop, the competencies are evaluated, prioritized and selected for transfer.





Phase 2: LEAD Transfer Database

With our broad industry knowledge and extensive data resources, we find an opportunity for growth for every innovation partner.

We follow the scientific method of "Technological Competence Leveraging"*. With the knowledge from over 250 innovation projects, we have built up a competence database from which we identify those sectors in which your competencies are needed.

This database is based on GICS (Global Industry Classification Standard) and contains comprehensive information on:

- Competencies
- Technical processes
- Sales and logistics processes
- Products with the most relevant product features
- Customer benefits that companies (should) generate

The result is a long list with possible fields of application for your competencies.

Here we can select from the full range and find the right future market for your company.

* a.o. Peter Keinz and Reinhard Prüggl, WU Wien, ISAA-Method / Technological Competence Leveraging

Phase 3: Rough Analysis

In the rough analysis, the attractiveness of the markets identified in phase 2 in the transfer database is determined.

The analysis is structured into quantitative and qualitative parts:

Quantitative:

- Market size
- Market growth

Qualitative:

- Rivals
- Market drivers (high volume low margin / low volume high margin) and entry barriers

Furthermore, the current solutions in the market, the weaknesses of the current solution and the advantages and potential benefits of your own product are discussed. This lays the foundation for the development of the value proposition.

The result is a holistic picture of the market.

In the end, the most promising markets are selected for the next steps.



Phase 4: Detailed Analysis

Together we illuminate your market in preparation for personal discussions. Analyze where you stand, and what you need to conquer a new market.

In order not to lose sight of the feasibility of your market entry into the new target market, for this purpose, the contents are determined individually.

The aim of phase 4 is to be optimally prepared for meetings with potential partners.



Phase 5: Network

We know your potential, we know your possibilities. Now it is time to make contact with your future customers.

We contact industry representatives and early adopters.

In the interviews we test critical hypotheses, identify needs and develop the relevant value proposition.

Finally, we arrange personal meetings with experts and pilot customers. This enables us to tailor your transfer to the new market exactly to the customer needs. If the competency portfolio required for the target market shows gaps, you can supplement this with joint development partners. We also prepare these contacts for you.

Whatever you decide - we will support you.



This is us

LEAD Innovation is an innovation partner and accompanies companies through the entire innovation management process. Founded as a spin-off of the Vienna University of Economics and Business Administration, we have been supporting our clients in structuring, planning, developing and marketing innovations since 2003.

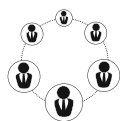
We started as pioneers of open innovation. Today we offer the entire spectrum of innovation management.



TEAM



EXPERIENCE



NETWORK



INTERNATIONAL

With 20 highly motivated employees, we have been supporting companies in a wide variety of industries for over 15 years. We contribute our experience from over 250 projects. What makes this so promising is a more than 10,000 people strong network of experts and knowledge carriers who are integrated into the innovation process. This network makes it possible to evaluate internal perspectives externally in an efficient way and to dare to look beyond one's own nose.

LEAD Innovation is represented with locations in Germany and Austria and carries out international innovation projects.

Contact

LEAD Innovation Management GmbH

Austria: +43 1 929 40 38

Germany: +49 89 2555 7134

www.lead-innovation.com

office@lead-innovation.com

Clients

"Open Innovation brings in the view from the outside, so that one does not stew in one's own juice."

Dr. Thomas Brauner,

General Manager PHILIPS Austria GmbH



ALPLA



kardexremstar



SIEGENIA

Further references can be found on www.lead-innovation.com/en/references



From vision to market success -
with the inventors network.

Structuring Definition of the fuzzy front-end,
creation of the innovation process, increase
the culture of innovation

Planning Definition of innovation and innovation goals,
historical analysis, identification of trends, derivation
of strategic search fields

Inventing of product-, process-, service-,
market and business model innovations by means of
Open Innovation

Marketing of breakthrough innovations in
existing and new markets via inbound and outbound
marketing

Stay curious,
Your LEAD Innovation Team.

www.lead-innovation.com