

Innovation Acceleration

(Improving Revenue and/or Earnings)

“Innovation comes from the producer, not from the consumer.”

W. Edwards Demming

Accelerating Innovation

For over 22 years, Realistic Solutions has helped large and small firms develop and execute successful innovation programs.

Below are examples of the global Challenges organizations face and a framework for Solutions to conquer these challenges.

Challenges:

- Rapid change in technologies and processes
- Increased mobility
- Electronic advances in money transfer
- High growth in emerging markets

Solutions:

- Ensure that an innovation culture exists within your organization
- Explore your markets to assess the impact, Incubate and Develop solutions
- Ideate new opportunities, Develop and Commercialize for the optimum results
- Explore the business model, test partnerships, and Commercialize results

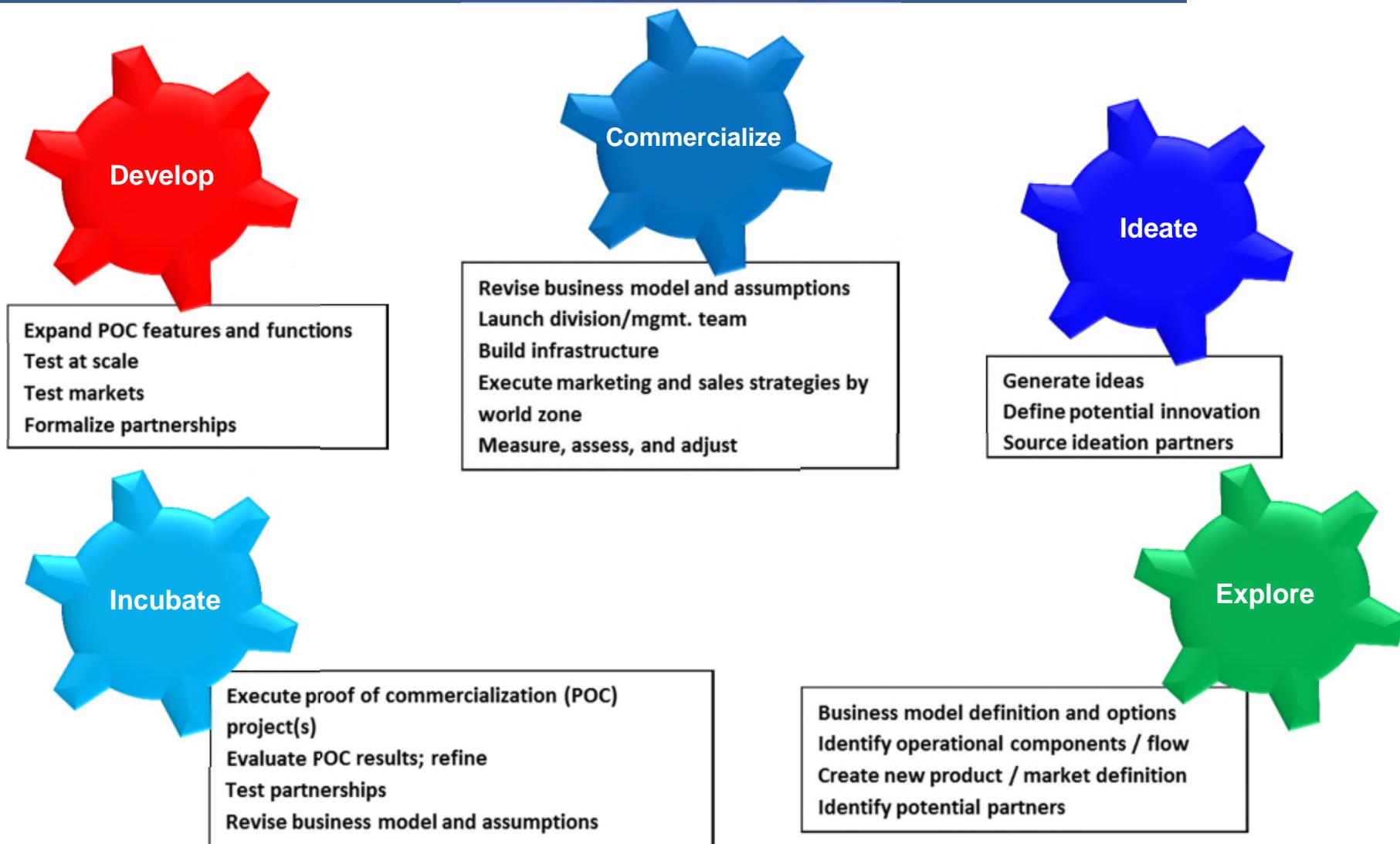
It is very important to ***ask the right questions*** during every phase of the Innovation Continuum.

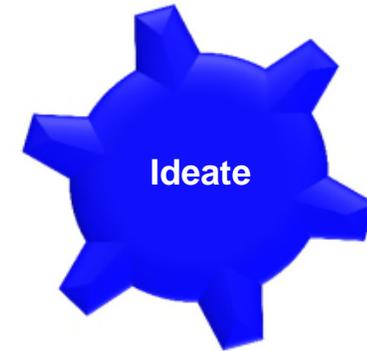
The 2015 PwC CEO survey found that:

- 56% of CEOs believe cross-sector competition is on the rise.
- 54% of CEOs have entered a new sector or sub-sector, or considered it, in the past three years.

Innovation Continuum Toolset

“The one attribute CEOs need in the future to succeed, is curiosity.” Michael Dell 2015





High Level Activities:

- Define alternatives for the proposed solution to attain the result.
- Solutions can be product focused or process focused.
- Solutions can include partnering with other firms or M&A activity.
- Source the potential innovation.

Ideation Successes:

- Find new break-through technology within universities
- Identify development of new services business for large hardware manufacturer
- Create rules and governance for management of big data
- Reposition core capabilities to fit with modern day marketing themes

Potential Prospects for Innovation Acceleration:

- Global Enterprises in:
 - Manufacturing
 - Service industries
 - Financial services
 - Healthcare – process management
 - Telecoms
 - Transportation
- Large-cap, mid-cap firms
- Well funded early stage firms
- Firms entering new markets



High Level Activities:

- Creating the foundation for approvals to proceed.
- Identify potential partners/markets/operational components.
- Define, in relatively good detail, the expected results, market size, revenue and cost.
- Leverage a business model canvas approach to build the initial business case.
- Approval levels can be board level or departmental level; it depends on the size of the project.

Exploration Successes:

- Built the full board presentable business plan for a new geographic market entry, including add-on services.
- Designed the make or buy decision for a firm entering into a new segment.
- Detailed the full IT and CRM infrastructure for a transportation firm increasing their margins.
- Created the channel partner and analyst strategy for an redesigned product introduction.
- Via a iterative series of meetings with early stage development, eliminated many ideation options to arrive at a set of two alternatives – with high level business models included.



High Level Activities:

- This is the first operational phase of commercialization.
- Initiates the Proof of Commercialization model.
- Test partnerships, refine partnerships.
- Deeper due diligence into M&A activities.
- Plan reviews, refinement and business model updates.

Incubation Successes:

- Test marketed purchase assumptions for new market entrant in smaller markets.
- Tested viability of partnerships prior to full exploration.
- Took proof of commercialization prototypes to potential purchasers.
- Set mini teams in different world zones to test the customer benefit statements.
- Discussed strategy with business analysts at different research groups.



High Level Activities:

- For certain size projects or types of projects the developmental stage may be combined with the Commercialization stage.
- Testing the commercial viability of the idea(s) in defined markets or geographies.
- Partnerships are formalized and active.
- M&A activity is in full swing.
- Markets are tested at scale – or within micro markets.

Development Successes:

- A company had the idea and established the partners. They needed help in bringing the first few concepts to market. Once the process was learned, they incorporated best practices and brought the full execution in-house.
- A SaaS firm had the core infrastructure; leveraged this process to test segments as well as different sales approaches.
- A software firm re-tooled a portion of their software for a new application. This process was the catalyst to bring the application to market.



High Level Activities:

- The business model is revised based upon prior results.
- The management is identified and the operating division is launched.
- Infrastructure is (both human and physical) is put in place.
- Full operations are executed at scale, by world zone.
- Execution is the key component for revenue growth and profitability.

Commercialization Successes:

- Grew a \$1+ Billion division from a zero ground-start within 18 months, capturing 31% market share within the targeted market.
- Fully executed the plan to increase a transportation firm's margins per load by 11% and CSRs could accommodate 25% more customer interactions.
- An enterprise SaaS firm increased their revenue by \$40 Million on an annual basis within 3 years. Previously, this firm's revenue was declining for the previous three years.

Why RSI?

- RSI professionals bring deep understanding and practical approaches to extending the ideation/exploration process into definable solutions for commercialization.
- RSI principals have invaluable experience within the innovation process. These experiences have resulted in bringing numerous solutions to market.
- RSI's team consist of senior executives with impressive, successful records and advanced education in the areas of product and solutions leadership, marketing, PhD level engineering disciplines, lean management, IT strategy, sales and sustainable business processes.
- All areas of experience are leveraged to increase chances of success:
 - Ensuring profitable commercialization of products
 - Gaining customer traction and market share
 - Building sustainable processes

Services and Partner Strengths

Kevin Hayes

Key Practice Areas: Risk Management, Market Analysis, IT Governance, Operations, Product Development, M&A Outsourced CIO/CTO, Service Delivery

Dennis Mitrano

Key Practice Areas: Revenue Growth, Operations Improvement, Sales & Marketing, M&A, Product Management, Outsourced CXO, Service Delivery

RSI Services

Strategy & Operations
Profitability Management
Innovation Acceleration
Marketing Execution
Business Development
Channel Management
Governance
Risk Management

Bill Rochfort

Key Practice Areas: Sales Management, Operations Improvement, Product Management, Outsourced CMO, Service Delivery

Steve Stolle

Key Practice Areas: Contact Center, CRM, Operations Improvement, System Selection, Outsourced CIO, Service Delivery

Competitive Advantage

1. The RSI approach:
 - Provides quicker improvement
 - Is less expensive than funding a full fledged internal team(s)
 - Allows testing of assumptions with limited risk of brand, market or financial failure
 - Offers:
 - A fresh set of perspectives
 - An external support network to open more doors for quicker results
 - Expertise to deliver immediate value
2. Our senior team leverages each of their 25+ years of real-world experience
3. Our approach to innovation is to provide experienced professionals who leverage the well defined processes within the innovation continuum.
4. RSI understands the challenges of innovation. Our successes include strategic and transformational roles within the various innovation stages.

We appreciate the opportunity to help your organization throughout the innovation continuum.

Contact Us

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