



HAVE IDEAS

but struggle to get them to market?



Align & Fast Track existing ideas to market

Eureka! Winning Ways Idea Accelerator teaches & guides your team through a reliable proven innovation system to accelerate existing ideas within your company. Your team gains alignment on existing ideas and fast tracks them to market in record time.

The challenge with implementing existing ideas is that they usually lack structure and the profit potential is hard to define. With an Idea Accelerator project, your team explores the marketing promise, product/service reality and profit model for your existing ideas (no matter their stage of development). After translating your ideas into business opportunities, we coach your team to implement a 'big impact' idea to marketplace success.

"It helped us to think deeper about our product and really see the potential of our innovations. As a result, we were able to connect to a manufacturing company in record time."

Kevin Humphry,
Owner
K&S Design

"The program helped us get focused, so rather than just constantly talking, we're actually taking 3 products to market."

Richard Powell,
VP & General Mgr
Brunson Instruments

"The most complete growth process we've ever discovered."

Sam Pratt,
CEO
Rockland Manufacturing

Align Existing Ideas

1. Business Translation Workshop (.5 day)

During the Workshop, your team translates 6-12 existing ideas into refined business opportunities. Topics include:

- Turning features into benefits
- Developing 60 second clarity
- Defining profitable money models

Why? Turns raw ideas, thoughts, technologies into easy-to-understand business opportunities that potential clients, investors and partners can quickly understand.

2. One Business Simulation Research Report (.5 day)

Your team selects the best idea to get a business simulation and sales forecast on the real-world potential of the idea.

Why? Provides quick & accurate research on the profit potential before dedicating valuable time, money and resources to develop the idea.

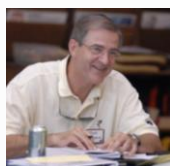
3. Action Planning Session for the best idea (.5 day)

An action planning session to develop a plan for dealing with death threats & key development issues for the idea.

Why? Without action planning, your team only has ideas. Reduces risk & increases speed to market by confronting issues. Assesses resources and developing R&D partnerships.

Deliverables

- Action plan & sales forecast for the best idea
- Pipeline of translated business opportunities



For more information, contact:

Rich Meyer
(765)-404-2128
rgmeyer@purdue.edu

