



WHAT FUELS YOU?

"I've lowered prices and improved efficiencies – and I'm still losing market share"

"I have an idea but I don't know if it's really viable"

"Our system is broken, our policies are outdated, we need to re-imagine our future"

"We have a 'this is how things have always been done' attitude which kills our ability to develop anything new"

"We operate in silos making the creation of new ideas nearly impossible"

"I'm looking for a deeper level of support"

"Innovation is in our slogan but we don't really know how to do it"

"How do I stay relevant?"

"We keep talking about new ideas but nothing really happens"

"We spend a lot of energy maintaining instead of innovating"

"Our portfolio is tired and so are our people"

"My product screening process is so tight we reject everything"

WHAT WE'RE HEARING

A NEW WAY FORWARD

Most organizations hinge their success on maximizing both top and bottom line growth. That's good business. However, there is an often overlooked third line of growth – INNOVATION. This path requires a balance of analytical and creative capabilities to ensure breakthrough thinking. Working within this tension may seem like a risky venture. We think the bigger risk is not taking one at all.

Business + Design = INNOVATION!

ENGAGE

ENGAGE IN TOPICAL WORKSHOPS

Learn how to apply new thinking around specific topics – maximizing your creative capacity.



VISUAL LITERACY

BUILDING YOUR AXIOM

UNDERSTANDING CONTEXT

STAKEHOLDER INSIGHT

CREATIVITY OF TEAMS

ART OF CRITIQUE

LEVERAGE



LEVERAGE CREATIVE TALENT

Take a holistic approach to problem solving and opportunity finding through our project based services.

RESEARCH

STRATEGY & TACTICS PLANNING

PRODUCT DEVELOPMENT

DESIGN

INFORMATION DISTILLATION

VISUALIZATION

PROJECT MANAGEMENT

MARKETING & COMMUNICATIONS

BRAND DEVELOPMENT

SEIZE

SEIZE YOUR WHITE SPACE

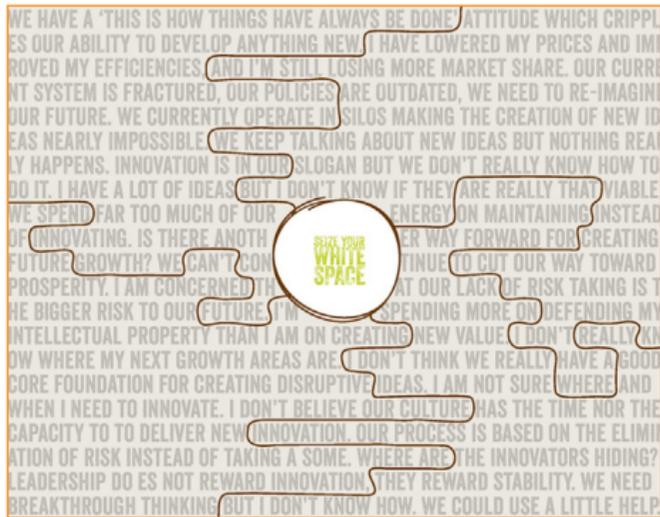
Collaboration based working sessions create high growth potential business concepts.

STRATEGIC FRAMEWORK

FLEXIBLE PROCESS

TANGIBLE OUTCOMES





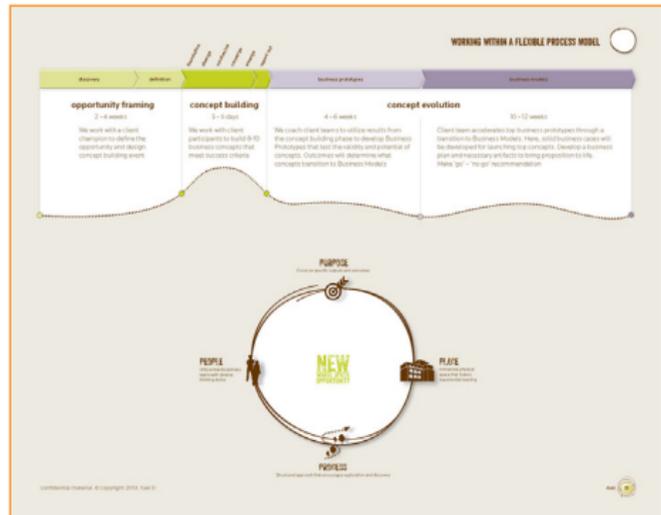
SEIZING YOUR WHITE SPACE

While incremental improvements are absolutely necessary, companies also need to look for breakthrough innovation – opportunities to redefine industries and create new markets. We think of it as capturing ‘white space.’



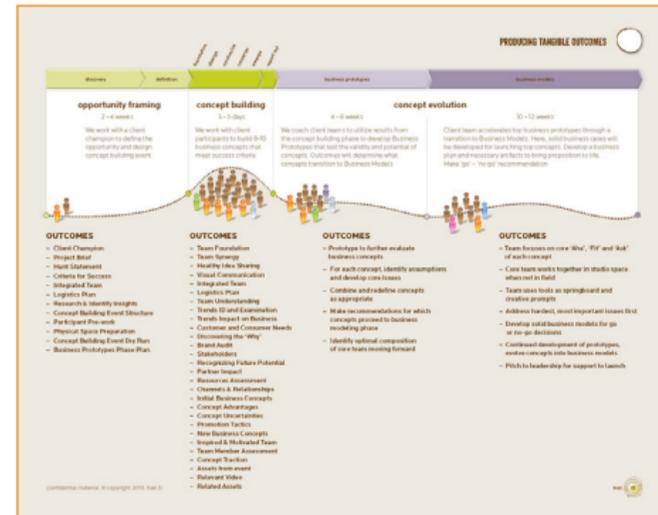
IT STARTS WITH A STRATEGIC FRAMEWORK

We start by defining the **Purpose** (specific outcomes), the **People** (an interdisciplinary team), and the **Place** (an atmosphere for immersive experience). Then, we leverage a structured, yet flexible approach – the **Process** – that encourages discovery.



PROVIDES A FLEXIBLE PROCESS

There is no 'one size fits all' when it comes to breakthrough innovation. Our flexible three phase process model is designed to frame opportunities, build business concepts and develop concepts into actual business ventures.



PRODUCES TANGIBLE OUTCOMES

Our success depends on the outcome. There are a number of tools that create valuable feedstock for evolving a portfolio or creating a new business. We thrive on working with teams to move concepts toward capturing new white space.

WHAT MAKES US UNIQUE?

It's the mix of our capabilities and our business model. Whether the project requires product ideation or program management, we believe in aligning the best talent for the specific challenge. We do that by leveraging our extended enterprise of creative specialists — putting the right people on the right projects at the right time. People often ask us, "So how big is your company?" Our typical answer is... "How big do you need us to be?" Our structure always allows for 'right sizing.' We have found that there are several benefits to our customers working this way.

- + **A broad portfolio of creative services**
- + **Flexibility of resources**
- + **A streamlined process**
- + **Single source accountability**
- + **Extended capabilities**
- + **Speed & Agility**

WHY WORK WITH US?

Of all the reasons to list, it's best boiled down to: we just want to do the right thing for our clients. Whether that translates into working onsite or offsite, tackling large projects or small, going 'blue-sky?' or tweaking details, we will be as flexible as needed. In the end, you get exactly what you need — great results, on time and within budget. Sounds like a win – win situation. Well – Our experience has shown it is. Wrapped around all of this is our core leadership group with extensive experience directing creative individuals toward common goals.

LET'S CONNECT

e fillerup@fuel-d.com

p 616.403.1991

w fuel-d.com

