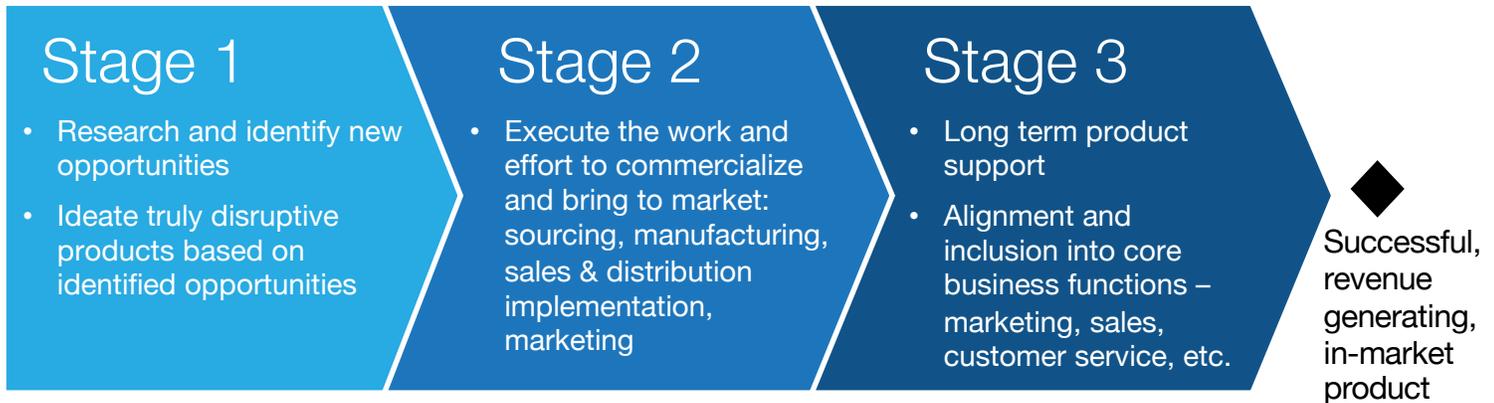


Three Key Areas of Business Innovation Consideration



Important Questions for an Organization to Ask as It Progresses Through the Stages:

1. Organizations frequently get excited and engaged in Stage 1, but Stages 2 and 3 are essential for bringing any new product innovation to market realizing its full ROI potential. As an organization, have you given enough thought to execution beyond Stage 1?
2. Are the assigned teams and resources for success in Stage 1 the same that you'll rely on in subsequent stages? If not, then who in the organization is?
3. What is the appropriate timing and mechanism to engage the more downstream (Stage 2 and 3) business areas to ensure success?
4. Are the KPIs associated with established products in your portfolio applicable to a wholly new and disruptive offering?
5. What are the realistic revenue expectations for a wholly new offering vs. an established offering (which may have greater sales and marketing resources behind it)?
6. How do you plan to adjust your go-to-market approach for this new product vs. the familiar and traditional way you connect more established products to their markets?
7. Are the skills and capabilities of your current organization up to the task? Or will you need outside partners or new external capabilities to successfully execute?
8. Are your traditional benchmarks for success — of product launches, of programs to develop products, of the people involved — applicable to an effort toward true “disruption”? Or are you stifling disruption with risk aversion based on the scorecard in place?

About Us: Nottingham Spirk is a business innovation and product design firm with an unrivaled record of delivering disruptive consumer goods, medical devices, and packaging design solutions to market. We collaborate with Fortune 1,000 companies, funded start-ups and non-profit organizations to discover, design and execute product programs and strategic business platforms that will wow customers, grow markets and generate new revenue streams. Learn more about what makes us different [here](https://www.nottinghamspirk.com).