

Innovare focuses creativity and inspires innovation

Innovare is a research and innovation process company. We use best practices to help you build the knowledge foundation, business systems, and climate you need to create winning new products, services, and customer experiences that build brands and drive business growth.

We accomplish our mission by:

- Creating insights regarding customer and stakeholder needs, key market drivers, and technology possibilities
- Integrating those insights into the business process of innovation
- Defining innovation strategy, technology direction, product and service concepts, and business growth opportunities

Founded in 1999, Innovare serves a diverse customer base, from technology-based firms to consumer product and service companies. Our consulting team has an average of 25 years experience on both the client and supplier sides. We are trained in behavioral and social sciences, strategy, management, marketing, communication, science, and technology. We conduct research, facilitate teams, provide counsel and training, and extend your innovation resources.

Customer-centered innovation

Customer-centered innovation is a business process and a philosophy that places understanding customer needs at the center of the innovation process. We work with you to develop a deep understanding of customer needs and how those needs will evolve due to market drivers, changes in technology, and the competitive environment. We use those understandings to guide the creation of innovative new products, services, strategies, and brands.

Our Mission is to enhance each client's success through customer-centered innovation that drives profitable growth.

Research, consulting, and training services

Customer and Market Research

Discovery, refinement, and validation research create insights and knowledge to guide innovation.

Qualitative: Ethnography, **Vocal Insights**[®] customer needs research, in-depth interviews and focus groups with consumers, professionals, experts, healthcare providers, and executives.

Quantitative: On-line, phone, or in-field; product and concept testing, segmentation, attitude and use studies, pre-post event evaluations, customer satisfaction.

Strategic Research and Analysis

Primary and secondary research on policy issues, markets, technology and business synthesizing knowledge into actionable strategic recommendations.

Approaches: Environmental and industry structural analysis, opportunity assessment, market needs determination, SWOT analysis, technology futures, policy white papers, Delphi panels, and scenario planning.

Concept Development

Team facilitation using our informed ideation process that delivers powerful new ideas and shapes them into viable innovation concepts.

Our Four Cornerstones for Informed Ideation: Diversity in team composition; driving ideas from customer, market, and technology insights; ensuring a safe and creative climate; and sparking creativity with proven ideation tools.

Innovation Process Consulting & Training

TriCeptSM, our systematic front end innovation process, delivers innovation strategy, portfolios of new product and service concepts, business model innovation, and technology direction.



116 Willow Avenue, Quincy, MA 02170

Industries We've Served

- Health care
- Chemical
- Digital communications
- Electronics
- Medical devices
- Food and beverage
- Consumer products
- Publishing
- Financial
- Education
- Energy
- Advanced materials
- Construction
- Packaging

Some of Our Customers

- Xerox
- Bayer
- Blue Cross Blue Shield
- Sealed Air
- Coca-Cola
- Praxair
- Hercules
- Symrise
- Houghton-Mifflin
- Prentice Hall
- Harvard Pilgrim HealthCare
- First Energy
- Cadbury
- Ocean Spray
- Welch's

www.innovare-inc.com

ideas@innovare-inc.com

617-479-3818