

Leveraging External Technologies from Non-Traditional Sources

***Expanding Your Technology Reach
to
Produce Innovative Products***

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EXTERNAL TECHNOLOGIES FROM NON-TRADITIONAL SOURCES

***In a world where innovation is key to success ...
a broad reach into non-traditional sources of technology
provides the crucial advantage.***

- **PRODUCTS & PROCESSES THAT DISRUPT MARKETS**
Technologies from a wide range of industries & disciplines
- **R&D COSTS**
Others have already assumed much of the cost and risk
- **PRODUCT DEVELOPMENT RISK**
Ideation grounded to market needs and technology realities
- **SPEED AND PREDICTABLITY**
A structured process & a global technology network are key

PRODUCTS AND PROCESSES THAT DISRUPT MARKETS

Leading consumer products companies leverage external technologies from non-traditional sources ...

The approach is transferable to Automotive.

Needs + *Technology* = *Products*
unmet in the Market *from Non-Traditional Sources* *that Disrupt Global Markets*

Example

Unmet Customer Needs
identified by a Fortune 250 Consumer Products Company

New Compound from the Defense Industry Developed for an Unrelated Application

New Product Family

- **More Effective**
- **Safer**
- **Competitive Cost**

R&D COSTS

Access a world of external technology from non-traditional sources ... with reduced R&D spending

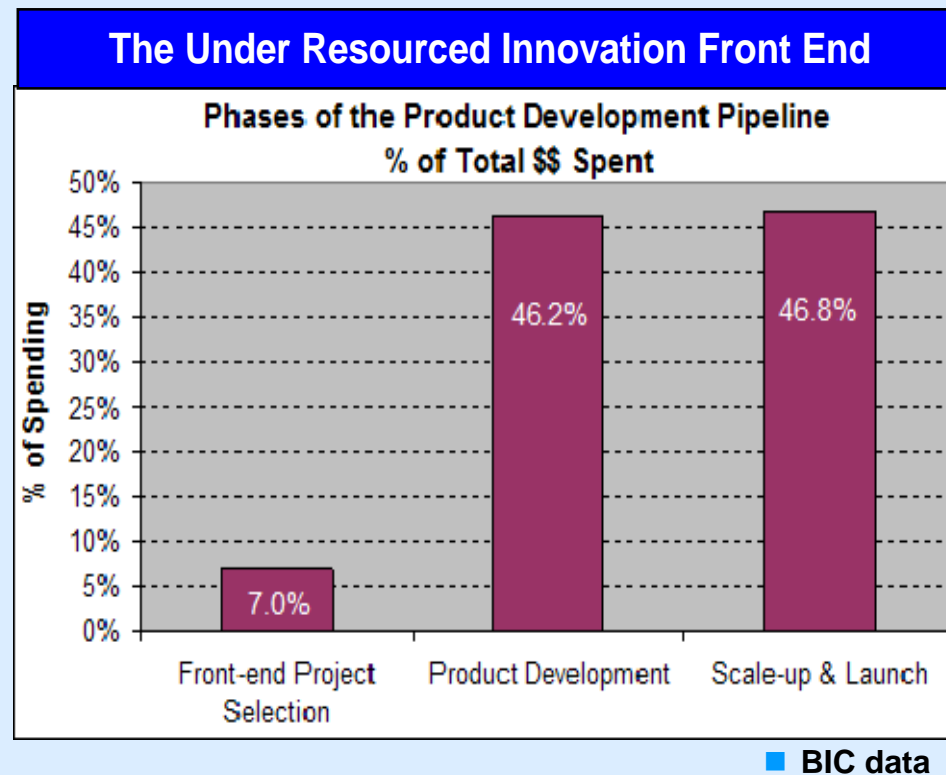
- ***Nobody can afford to go it alone - given the convergence of technologies***
- ***Firms can focus on core competencies and technology integration***
- ***Other companies have footed the bill (and assumed much of the risk) of new technology development***

PRODUCT DEVELOPMENT RISK

Identifying the right project at the front end is key to reducing risk

.....

Product development, scale-up & launch represents 90% cost



SPEED & PREDICTABILITY

Two elements are critical at the front end to achieve speed and predictability ...

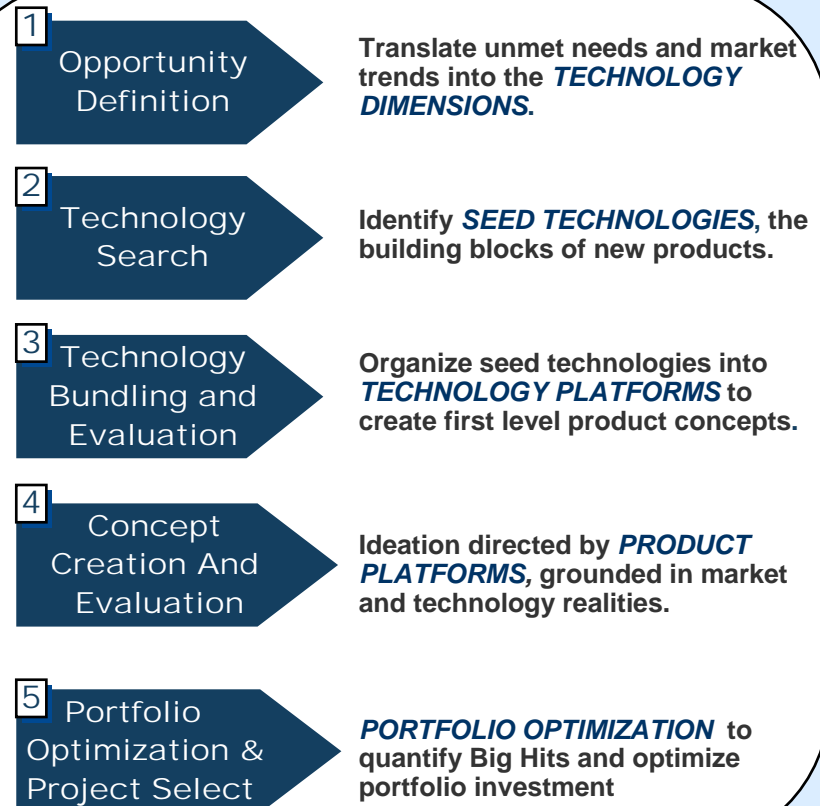
An effective technology network and a structured approach.

1. An effective technology network...

- Sources outside traditional scope
- Broad and diverse

2. A structured approach...

- Guides activities and harnesses results
- Adds predictability
- Advances technologies that...
 - fit needs
 - are viable
 - are timely
 - have value



ABOUT BUSINESS INNOVATON CONSULTING LLC

From Needs... To Technology... To Product

Business Innovation Consulting, LLC (BIC) is a global technology and management consulting firm. We are a trusted extension to the innovation capacities of a select set of the world's leading businesses.

- *Trusted... We only assist one firm in a market sector.*
- *An extension... Our proven process and technology network captures external technologies from non-traditional sources that are outside the natural footprint of our clients.*
- *Track record... We generate profitable new product and process concepts that are additive to our clients' internal pipelines.*

BIC has an unparalleled depth of technical expertise through our extensive technology network and proven process - developed from client assignments over the past two decades.

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