

Create Highly Profitable Uncontested Market Space

Recipe for success in one 112-character Tweet:

Deliver unprecedented utility to a mass of buyers, at an accessible price, and with a profitable business model.

To absolutely assure innovation success, just satisfy those four individually necessary and collectively sufficient conditions.

The “recipe” analogy is apt in that the “search for ingredients, preparation and presentation” of a true value innovation generally proves rather challenging to most enterprises.

The rewards, however, include continuously improving proficiency in creating successive value innovations, which fuel rapid and highly profitable growth, as well as customer-centric market leadership.

Challenges notwithstanding, businesses can pursue value innovations rather systematically — i.e. focusing attentions and resources to minimize risks and costs of development, without compromising upside potentials or opportunity conversion rates. Read “Blue Ocean Strategy”, by W. Chan Kim and Renée Mauborgne.

As subject matter experts, let us show you clear paths forward, with easy first steps, fast traction, assured success and exceptional returns on thoroughly manageable initiatives. To learn more, click on the link in the upper right.