

Opportunity Discovery

SAGENTIA

In the face of the day to day operational pressures of running a business, many companies seek growth largely through incremental product and service improvements. For most, step-change innovation remains an aspiration rather than reality. Yet these same companies would acknowledge that this is exactly what is needed if they are to achieve sustainable growth and long term competitive edge.



When the time comes for radical new thinking about breakthrough products and innovative new services, many companies face the same challenge: the commitment is there, the resources are in place – but where is the right opportunity?

Through our work with clients in this area we have found these opportunities exist in many places:

- understanding and capitalising on trends to meet future needs
- finding unmet current needs of users and stakeholders
- seeking new applications for existing capabilities, assets and competencies
- disrupting the value chain with new technology or business practices
- identifying where new technologies will disrupt a market or product

We have a history of helping companies discover the right opportunity for them and bringing it to commercial reality. Sagentia's approach is highly tailored and open minded. A typical outcome will look beyond just products – we also examine

new ways of doing business and of interacting with the client's value chain, and our recommendations are almost always backed up with commercial planning and business modelling.

Opportunity Discovery at Sagentia uses a combination of observational and visioning techniques, workshops, detailed research and analytical processes to identify and select the right opportunities for our clients and their markets. Our tools range from ethnography, scenario planning and disruptive technology searching to quantitative research, value chain analysis, and internal competency assessment.

Understanding market trends, potentially disruptive technologies and competitor activity all help to identify emerging needs. At the same time our broad, cross-sector experience can deliver insights into alternative markets that may hold further opportunities.

Opportunity Discovery is designed to support our clients' growth aspirations. Our broad set of tools, proven processes

and experienced practitioners can bring clarity to the front end of an innovation process – helping identify the right opportunities quickly and confidently.

For further information email:
info@sagentia.com

Sagentia

Many minds make bright work

We create value from technology by developing richer solutions with our clients that enable them to realise better business opportunities.

We operate in six market sectors developing new technologies, products and services that change the basis of competition. We assist business leaders and policy makers to create strategies for technology, innovation and growth.

Our *Collective Technology Wisdom*[®] – the unique characteristic of our company – guides how we work. We form highly creative teams that draw on individuality and collective experience. And we take a multi-dimensional approach to opportunity discovery and problem solving, drawing on our combined technical expertise, business acumen and industry experience.

We can work with you wherever you are in the world. Our teams are situated in state-of-the-art facilities in Europe, the USA and China.

www.sagentia.com
info@sagentia.com



Sagentia Ltd
Harston Mill
Harston
Cambridge
CB22 7GG
UK

T. +44 1223 875200

Sagentia GmbH
Westend Carree
Grüneburgweg 18
D-60322 Frankfurt
Germany

T. +49 69 9550 4500

Sagentia Inc
8161 Maple Lawn Boulevard
Suite 475
Fulton, MD 20759
USA

T. +1 240 547 6600

Sagentia SGAI Ltd
Unit 6-7, 13/F
Wah Wai Industrial Centre
38-40 Au Pui Wan Street
Fotan
Hong Kong

T. +852 2866 8701

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