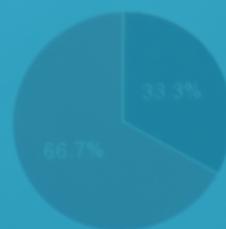




bigD Innovation.

bigD Design that matters

GÉNERO



MEDICIÓN



Edad entre 40-45

Mujer

Popularem

Popularem



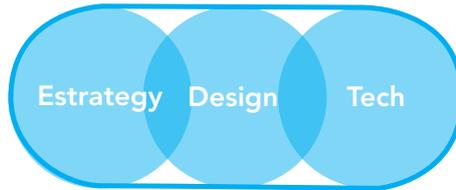
bigD Innovation.

**An extended version of this document can be requested in info@bigd.es*

WHY:

Maintaining a sustainable competitive advantage, in the dynamic and global market we live in, made innovation increasingly complex. Beyond the technology, products and even beyond creating an amazing customer experience. So as to be truly disruptive in the market, a company needs to innovate simultaneously its structure, offer and brand experience. It requires a multidimensional approach, communication between departments and teamwork.

bigD innovation undertakes projects that pursue innovation in the three different scenarios, covering from incremental innovation to disruptive changes. We create multidisciplinary teams and work at the strategical level together with the rest of the departments, combining business strategy, design and technology. **Through participatory design, we involve different stakeholders in the co-creative process so as to identify new opportunities.**



* Design works together with strategy to define the challenge to solve and during its development they also interact with engineering and I+D departments.

Value +

Design as a strategic level: Participates in the business strategy and vision.

Design as a tactic level: It becomes a process and method to develop new products / services.

Design as an operational level: It operates under the working briefs enclosed by other departments.

HOW:



WHAT:

Improve the existing CORE INNOVATION

It's about incremental innovation as a consequence of continuous improvements in processes, technologies, products or services.

It allows to maintain a competitive advantage and differential values.

It turns out to be interesting if the company owns a consolidated offer in a market that is not excessively innovative and doesn't have important entry barriers.

- Improves existing offer
- 1 - 6 MONTHS
- Reserved Investment
- Low Risk
- Low ROI / Quick Incomes

Reframe the offer RETHINK THE ARCHETYPE

It's about innovation that generates impact in a market in which the company complements its offer with new products-services and launches new lines.

It pursue to improve the market share in a more competitive context in which the previous scenario acquires a new positioning.

It exits a bigger ambition and risk acceptance.

- We need something different.
- 6 - 18 MONTHS
- Medium Investment
- Medium Risk
- Considerable ROI / Half term Incomes

Next Generation BE DISRUPTIVE

It's about the pursue of a disruptive innovation in the market in the long term, that positions the company as "market leader" creating a competitive advantage that is sustainable over time.

Based in the visualization of future scenarios, new technologies and new forms to generate value to the client.

Needed if the company is in a disruptive market with low entry barriers.

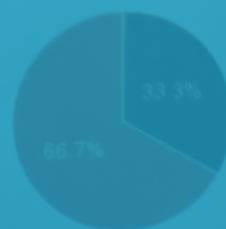
- We want to change the game roles.
- 18 - 48 MONTHS
- Higher Investment
- Higher Risk
- High ROI / Long term Incomes



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