

Creating breakthrough innovations

Ideas to business

By nurturing an environment within which creativity can flourish, the Ideas to Business competence exemplifies a new paradigm for radical identification of business opportunities, formulating innovations and developing these concepts into viable business plans to help our clients jump start their product creation process.

Enriching and validating Ideas

How often is a good idea proposed and quickly forgotten because at the time no realistic commercial application could be identified for it? Even if a commercial application is conceived, identifying a viable target market often proves the next stumbling block?

By capturing these ideas and inputting them into our Ideas to Business model, our consultants are able to draw on various tools in their innovation toolbox to enrich and validate these ideas against previously identified consumer insights. Contrary to the past practice of pushing technology into the market, we have adapted our processes to pull insights from our consumers, after which, we mould concepts from the plethora of ideas available.

Our comprehensive processes help clients develop and evaluate unique user case studies to generate innovations from within (inside-out), or conversely, by generating fresh, logical perspectives of your target market by first listening to our consumers (outside-in).

Direct application

At InnoHub, we firmly believe in the importance of listening. Listening helps us to effectively comprehend the extent of the competitive forces acting in and around an organization, and more importantly, it helps us gain a thorough understanding of our client's business functions. We appreciate that each business





Using these workshops as a launch platform, we bring together a multi-disciplinary group of consultants to help you seed and develop ideas that synergize with your business strategy. We don't just stop there! We go a step further to formulate a robust business plan that complements and aligns with your defined business model.

Learn to dream again

Our Ideas to Business competence team will free your mind of any inherent mental models or pre-conceived perspectives, allowing you to dream again. Latching on to the dynamics of how start-ups move quickly and successfully because of the absence of bureaucracies commonly found in established businesses, we can show you how you can replicate that same passion and ideals to succeed in your business.

has its personal objectives and focus areas; hence we never propose a one-size-fits-all solution. By first understanding your specific requirements and based on your business strategy, we will design workshops and tools to elicit top-quality results for your business needs.



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