

Transforming ideas to business success

InnoHub – An innovation melting pot

At InnoHub, our guiding purpose is to aid both our internal and external clients in overcoming the hurdles of translating ideas into actual businesses. Our innovation consultants support and facilitate businesses from disparate industry sectors in identifying business opportunities, facilitating idea generation, formulating business cases around concepts and developing consumer-validated solutions to jump start innovation.

Open innovation with partners

Our open innovation stakeholder engagement process allows us to seamlessly unite an extensive network of internal and external expertise providers, ranging from project management, industrial design, marketing, R&D to manufacturing. We integrate our

partners' competences with our in-house capabilities to consistently deliver unique, customised and integrated solution to clients.

InnoHub's expertise resides in uncovering consumer insights, designing and executing creativity / innovation workshops, defining and validating product specifications, and providing integral project management resources. This range of expertise combines strategically with our 'Ideas to Business' model which has been proven to help our clients build full-fledged businesses developed from polished ideas in reduced time. The result is business solutions that are evolutionary and in most cases, revolutionary!

A melting pot

While people are instrumental in creating innovation, immersing them in an environment that encourages out-of-the-box thinking further enhances this experience. Our InnoHub facility consists of a Home Simulator, the Consumer Experience Center, the Retail Simulator, the Healthcare Simulator, Open Office, Usability Lab, and Lobby / Workshop / Coffee Corner.



Within our domain, we conduct a spectrum of activities to promote creativity and innovation, often, engaging the expertise of numerous experts, including actual consumers themselves. Lead-users critique the out of the box experience of new products within our home simulator whilst new concepts are demonstrated to business partners in a realistic environmental setting. Cross-functional innovation teams immerse themselves in the simulators to escape the mental confines created by being in a typical office, allowing them to contest traditional paradigms and drive to explore new alternatives, empowering each individual to pursue new creative directions. Fueled by highly-charged initiatives, our innovation melting pot blends realism and experience to realize new and innovative solutions.

Being the consumer

At InnoHub, we believe that technology should be as simple as the box it comes in. With this in mind, we endeavour to deliver the mission of sense and simplicity by honoring our consumer's needs as the epitome of all our business decisions and engagements.

It is only by actively engaging the consumer and knowing their business as well as the market environment that we uncover their most genuine needs, allowing us to translate valuable consumer insights into exacting product specifications. Our processes are also specifically designed to facilitate a deep understanding of consumers' expectations regarding product services and solutions.

We support a myriad of businesses by incorporating 'consumer inputs' at strategic checkpoints of the product development cycle. This ensures that the final product is unique and renders itself as a compelling solution that holistically addresses the needs of the actual consumer.

Our role

Our innovation consultants' expertises are widely applicable in overcoming innovation hurdles for organizations in a wide variety of industry sectors. With our wealth of experience gained from serving the diverse needs of businesses within the Philips domains of healthcare, lifestyle and technology, we continue to deliver proven solutions and tailored implementations to our clients complementing their relentless drive towards achieving speed to market to beat the competitors.

Perhaps, the best way to be convinced is by sharing your thoughts with us. Feel free to contact us at any time, even a one-off meeting can spark off bright ideas.



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