

## NEWS RELEASE

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### **Jeff Hovis from Product Genesis and Alan Schrob from NOVA Chemicals, Inc. to Present at the 2009 Front End of Innovation US Conference!**

Cambridge, MA – The title of Mr. Hovis's and Mr. Schrob's paper will be: **Avoiding Commoditization through White Space Innovation and New Business Models**

The presentation outlines the journey of NOVA Chemicals from a leading producer of chemicals, plastics and end products into new white space innovation opportunities and new business models that create value and growth.

Topics of the paper that will be discussed include:

- Methods for leaping beyond near adjacencies into true white space opportunities – avoiding the conflicts with current partners in the near adjacent space.
- Using multi-layer partnerships throughout the value chain to create new, flexible business models.
- Learn how to understand new markets, customers and business models that violate all the innate instincts in the mature corporation (and quickly build on these learnings).

#### **About Product Genesis:**

Product Genesis, headquartered in Cambridge, Massachusetts, specializes in Strategic Innovation management consulting services that help our clients create new business opportunities, a sustainable competitive advantage, and increased shareholder value. Spun out of the MIT Innovation Center in 1986, Product Genesis has worked with diverse organizations from Global 1000 corporations, to venture capital and private equity-backed firms, accelerating their success in the medical, industrial, commercial, consumer and technology markets.

For more information about Product Genesis, visit: [www.productgenesis.com](http://www.productgenesis.com).