

NEWS RELEASE

For Immediate Release

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Product Genesis to Speak at PDMA/IIR Front End of Innovation Conference

Patrick Casey, Director at Product Genesis co-presents with Jonathan Gorman, Deere & Company on “Internalizing Change: Tools for Communicating New Market Insights within the Organization” at the PDMA/IIR Front End of Innovation Conference, May 24-26, 2004 in Boston, MA.

Cambridge, MA, March 17, 2004 – Product Genesis, Inc. (“Product Genesis” or the “Company”), the premier Strategic Innovation consulting firm, today announced that Patrick Casey, Director at Product Genesis, has been selected to speak at the PDMA/IIR *Front End of Innovation Conference*, May 24-26, 2004 in Boston, MA. Mr. Casey will co-present a case study with Mr. Jonathan Gorman, Group Brand Manager, Golf and Turf One Source, John Deere Worldwide Commercial and Consumer Division titled “Internalizing Change: Tools for Communicating New Market Insights within the Organization”.

According to the PDMA, “The Front End of Innovation is widely regarded as the greatest opportunity to improve innovation and enhance sustainable growth. Our committee has worked hard since the last conference to put together THE premier conference on the front end by eliciting the best thought leaders in both academia and industry to participate.”

Messrs. Gorman and Casey’s paper addresses the important innovation challenge that new insight on the part of a new product team is worthless if it cannot get the rest of the organization to respond. The paper will explain the barriers that arise when a new opportunity is counterintuitive to key players in the organization. A case study will show how John Deere, using tools and techniques developed by Product Genesis, spurs coordinated action by closing the knowledge gap. The paper is a case study that illustrates:

- Common problems in communicating new market insights within and beyond a new product team
- Failure modes that can result from the inability to impart critical learning to the rest of the organization
- Market information gathering techniques that foster deeper learning and communication within the core team
- Tools that help to communicate market insights to all levels within the organization
- How these tools and techniques have been adopted as part of John Deere’s *Customer Requirements Process*

For more information on the PDMA/IIR *Front End of Innovation Conference* visit www.iirusa.com/frontend.

About Product Genesis, Inc.

Product Genesis, headquartered in Cambridge, Massachusetts, specializes in Strategic Innovation consulting services that help our clients create new 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 industrial, commercial, consumer, medical and technology markets.

For more information about Product Genesis, visit www.productgenesis.com.

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