



ACCELERATING SUCCESS THROUGH STRATEGIC INNOVATION

In every market, there can be only one leader. And in many markets, Strategic Innovation from Product Genesis powers that leader. We are extending an invitation to your company to consider the advantages of accelerating your success by locking Product Genesis into your team.

For more details and references, please contact us using the information below.

DELIVERING ROI*

*RETURN ON INNOVATION

Product Genesis is a Strategic Innovation consulting firm dedicated to providing best-in-class service to a select client base. Our group combines its expertise in technology with state-of-the-art emerging market, user needs, and business analysis to sharpen the strategic and tactical moves of our clients.

Since being spun out of the MIT Innovation Center in 1986, the principals at Product Genesis have worked with Global 1000 clients to develop a systematic and analytical approach to delivering customized, high impact, technology-based innovation. We have assembled a team of career professionals with advanced degrees, professional certifications, strong experience, and special skill sets.



Product Genesis

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nWindowState = START_WINDOW;

STRATEGIC INNOVATION OPPORTUNITY SPACE

opportunityGENESIS™

Opportunity Genesis is a structured framework that identifies your new whitespace, growth and disruption opportunities. Adapting established technology to new markets or emerging technology disruption in established markets enables these innovation opportunities for your company. The results are value creation and profitable growth from your underutilized technology assets and emerging, disruptive technologies.

valueGENESIS™

Value Genesis is a structured framework that refreshes your established product lines through innovation and brings new product lines to established markets using proven technologies. The result is an effective product roadmap, an improved alignment of your development plans with market needs, successful execution of your business objectives and increased development leverage.

portfolioGENESIS™

Portfolio Genesis is a structured framework that balances your investments in innovation across both established and new markets and technology opportunities. The approach leverages your pre-commercial technologies and your underutilized technology assets. The result is an increased return on innovation from your technology investments.

“Unsurpassed in creating value from strategic innovation”

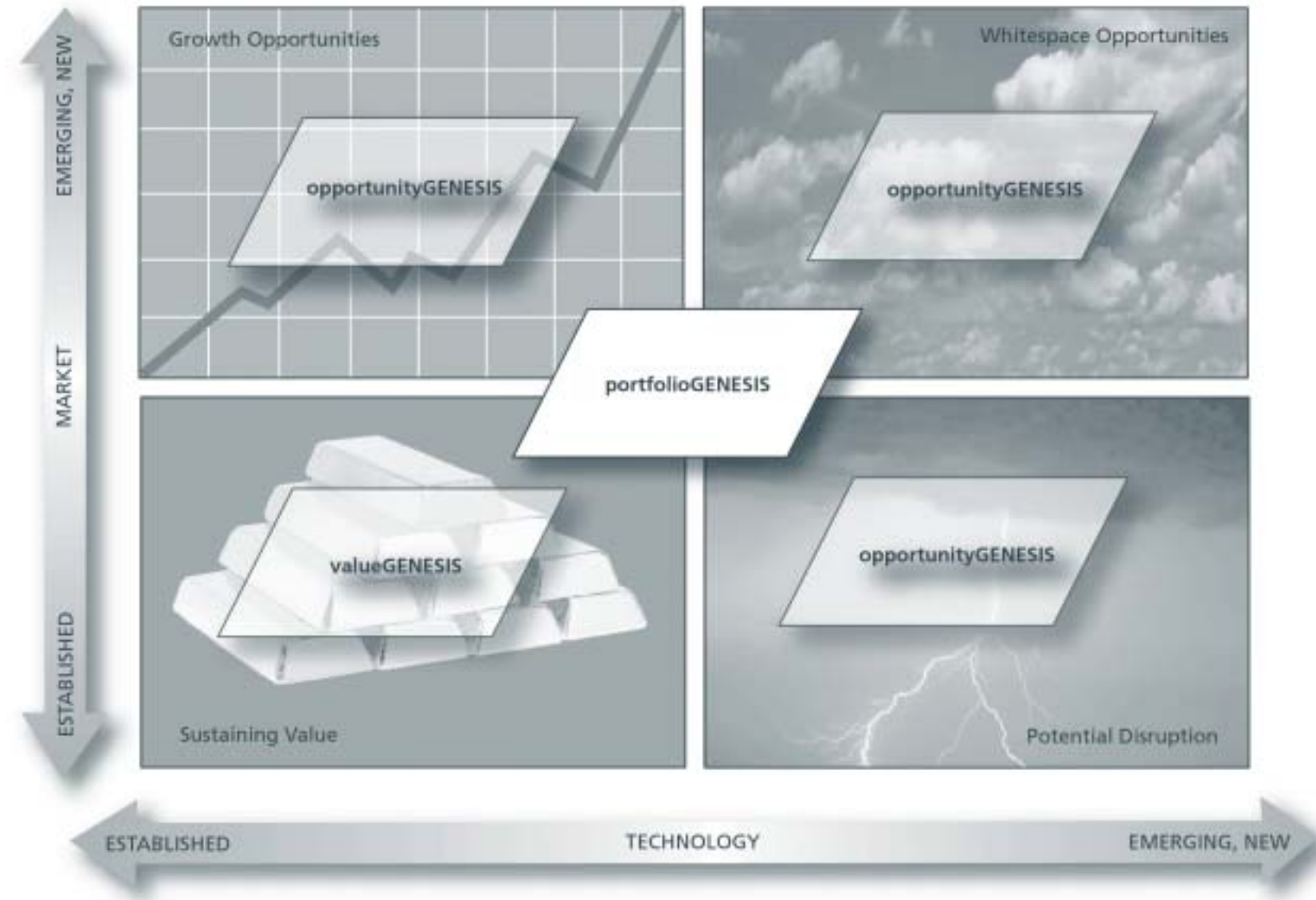
*VP of Corporate Development,
Fortune 500,
Commercial Products*

“Product Genesis’ innovation work played a major role in our company’s explosive growth.”

*CEO,
Global 1000,
Medical Devices*

“Simply the best framework for whitespace innovation we’ve seen in the consulting industry”

*Technology Director,
Fortune 100,
Consumer Products*



“Product Genesis’ innovation strategy opened a whole range of applications for our technology that simply had not been possible before.”

*VP Technology,
Fortune 500,
Commercial Products*

“Product Genesis has helped us understand and navigate disruptive technologies. Through their work we are creating new opportunities, shareholder value and a sustainable competitive advantage.”

*CTO,
Fortune 500,
American Icon in Diversified
Equipment*

“We save more than a year and \$10 million in every development cycle by applying Product Genesis’ advanced development techniques.”

*Director of Systems,
Fortune 100,
Diversified Technology*

“Without Product Genesis, we would never have realized the full value of our technology and IP investments”

*Managing Partner,
Tier 1 Venture Capital*

“With Product Genesis’ help we generated revenue even faster than we anticipated. That’s what it’s all about, finding and taking the fastest path to market...”

*CEO,
Successful Medtech IPO*