

ScienceSmith Consulting, Inc. (SSCI) helps small-to-mid-sized technical and/or B2B businesses grow through structured innovation & discovery of new product opportunities. SSCI offers three strategic approaches to new product discovery:

- Technology Push. Bringing new technologies to market in ways that *successfully* match 'jobs' a novel technology can do with those needed in *attractive markets*.

Technology push is a tricky path to innovation, and can fail badly. Yet, it is one of the best ways to bring radically new solutions to market. The key to success here is to *objectively deconstruct the technology to identify all the jobs it can accomplish*, and to *systematically match those with attractive market & customer needs*.

- Market Pull. Listening closely to the 'Voice of the Customer' (VOC) in a disciplined process built around collaborative interviews that uncover customer needs that discover *unvoiced needs* that no *one else knows about*.

VOC approaches can dramatically reduce risk in new product discovery, yet they run the risk of simply creating 'races to the bottom' when vendors compete to provide identical solutions to obvious customer needs for 'faster, better, cheaper' and in the end just commoditize their products. SSCI can uniquely bring Advanced Industrial Marketing's New Product Blueprinting approach to businesses that would like to run just one or two projects, and want to minimize demands on the time of busy senior personnel. This approach is designed to help a business *become the only vendor able to meet a critical need*.

- Market Adjacency. This hybrid approach leverages existing company competencies into new businesses within new, but 'nearby', markets.

SSCI can uniquely bring Product Genesis' Opportunity ScanSM methodology to small-to-mid-sized businesses. This combines in-depth study of a business' technical and other capabilities with focused market research to identify areas of modest stretch where *core technologies can deliver value to customers in new, adjacent, markets*.

In addition to these product discovery strategies, SSCI can help with technical marketing, market research, product concept validation, and complete product identification and commercialization planning. In selected areas, SSCI personnel can also provide technical leadership and act as principal investigators.

SSCI is here to provide expert help when technical businesses need it. Lean organizations are often focused on operations, and do not have on-hand personnel dedicated to new product discovery. SSCI provides expert resources when, and only when, needed for new product opportunity discovery.

When you are ready to discover new products or need contract technical project or marketing leadership, contact greg@sciencesmith.com or call 1.732.851.4232