

# MAIN PROBLEMS

## R&D IN-HOUSE DEPARTMENT



Maintaining a research and development department that cares about continuous improvement in a company could cost more than \$500K a year, which **is expensive and rarely considered a priority.**

## IMPORTANT VS URGENT MATTERS



Companies tend to focus on important and urgent matters that are profitable for their operation, leaving aside important tasks that can generate value in the future and unlock new opportunities.

## BUDGET VS QUALITY VS TIME



In this triangle of variables, the budget and the lack of time tend to prevail over the quality of the results, which leads to a waste of time and money.

# MAIN SOLUTIONS

## PROJECT MANAGEMENT



Structuring internal projects for a company through technical and economic analysis, allows identifying opportunities that add value to its operation, in terms of savings, quality, efficiency and safety.



## RESEARCH & DEVELOPMENT

This solution can be used by a company as a tool to improve internal and external processes, which facilitates workflow and adds value to their operation.

## PRODUCT DEVELOPMENT



Once the needs of a company and their clients have been identified, products or services can be developed to provide innovative and practical solutions for them.

# MAIN12

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We are an **innovation and development** company with more than 5 years of experience.

We aims to help our clients focus on their productive activities, without neglecting their **continuous transformation**.

We have a **multidisciplinary team** and strategic allies to facilitate **digital transformation** processes and **product design**.

# MAIN PROCESS

# 12PM

Strategy, Planning &  
Project Management

## ROAST

1

We call roast to our first approach: a 2 hour meeting where we want to hear and understand every detail of what our client needs. Here we'll go through different activities that will help us complete a **Brief**.

## GRIND

2

We like to call grind to the process of breaking down a project into specific tasks, to quantify the resources and time needed for its execution. By the end of this stage we'll provide a **Blueprint**, which includes the following: Technical, Financial, Pareto and Risk analysis.

## BREW

3

For the final preparation stage we work together to define the best **Strategy** to execute the project, either with our internal resources, our allies or other businesses that provide the tools needed to guarantee the best results. As well as the **Quotation** with the additional cost of each milestone.

# 12PM

Strategy, Planning &  
Project Management

PROJECT MANAGER.....\$XXH

PROJECT STRATEGY.....\$XXH

FINANCIAL ANALYSIS.....\$XXH

RISK ANALYSIS.....\$XXH

PARETO ANALYSIS.....\$XXH

TECHNICAL ANALYSIS.....\$XXH

## MAIN MENU

\$XXH.....PRODUCT DESIGN

\$XXH.....ELECTRONIC DESIGN

\$XXH.....SOFTWARE DESIGN

\$XXH.....PRODUCT RENDER

\$XXH.....3D ANIMATION

\$XXH.....PRODUCT PROTOTYPING

# 12AM

Product Design &  
Development LAB

# MAIN12

## PLANS

COMPARE	ESPRESSO	LATTE	COLD BREW
FLAT FEE	\$6,000/m	\$5,000/m	\$4,500/m
Menu Discount	5%	10%	12%
Minimum Stay	1 month	6 months	12 months
Project Manager	✓	✓	✓
Blueprint	✓	✓	✓
Technical Analysis	✓	✓	✓
Financial Analysis	✓	✓	✓
Pareto Analysis	—	✓	✓
Risk Analysis	—	✓	✓