

SIT – Systematic Inventive Thinking®

Innovation guaranteed!

What we believe – Our tools and principles

- We are **structured and systematic**.
Our approach is like a search engine that enables us to plug our method into any topic to find new ideas. We do not wander aimlessly hoping for inspiration, but rather have a clear-cut, well-defined, easy-to-follow process that can be applied by anybody and that guarantees no leaf be left unturned.
If applied properly, you will find ideas! *Innovation guaranteed!*
- We innovate **inside the box**.
Brainstorming and other approaches usually try to think "outside of the box" by disrupting existing thinking processes. Our approach manipulates existing information and knowledge in order to consistently generate new ideas.
This is more efficient for your organization and the resulting ideas all fall within the boundaries of your company's core competence and abilities.
- We find solutions in the **world of the problem**.
We concentrate inside your abilities, competences, experience and existing products to find new breakthrough solutions. This is as opposed to many innovation approaches that look for a solution in the world of solutions; asking what kind of options are available, what kind of new technologies exist in the market and what type of unmet needs have still not been satisfied.
This allows us to help organizations under heavy constraints – since no large investments or additional resources are required. This also often shortens time to market, since the technologies already exist.
- We listen to the **Voice of the Product**.
We use the Function Follows Form approach; we manipulate the existing situation and investigate potential new options. We use your marketing experience and market knowledge to uncover insights regarding these options. This is far more productive and innovative than typical VOC methods. Even when extracting ideas from your customers, our process starting point is the existing system rather than their needs.
Such an approach also guarantees a competitive advantage – since your competitors all ask their customers what they want, hear the same answers, and, in turn, innovate in similar directions.

How we work – Our facilitation process

- Any good idea must pass **two rigorous filters**: market and feasibility.
Most ideation processes defer judgment and avoid saying anything negative; this process leads to quantity, not quality! Our emphasis is on the quality of the ideas with a higher probability of implementation. Therefore, with SIT, the chances of your innovations actually making it to market are greatly improved.
- We are **process experts** - not content experts.
We are professionals at helping you, the content experts, make the best of your knowledge and leading you in directions you wouldn't otherwise have headed in. Our expertise is in helping *you* to come up with new ideas. The new ideas are yours!



What we deliver – our results and guarantees

- We achieve **results!**
The methodology works. We guarantee that you will find ideas you have never seen before. This is thanks to the systematic character of the methodology that challenges our existing assumptions and leaves no leaf unturned in the search for innovation.
- We give you a **guarantee!**
We only work on projects where we feel that we can genuinely contribute to the company. If you feel that our project is not proceeding the way you were hoping, we would rather stop our activity without penalizing you financially for what we have done so far.
- We **change the way people think.**
We don't set out to deliberately influence the way people think, in general, but we know that people often report a change in thinking in many other aspects of work and life beyond the project topic.

Who we are – Our company and our experience

- We have an **innovation technology** – a unique method for successfully applying innovation that we have invented and is IP protected. This method has undergone rigorous testing both academically and in the market:
 - a. **Academically** – our method is supported by global research that has been reported in articles in some of the foremost academic journals.
 - b. **In the market** - hundreds of successful products, services, strategies, communication activities and packages have been launched resulting from application of the SIT method.
- We do **nothing but innovation.**
Innovation is not just another thing in our repertoire. *All* of our learning and practice goes towards improving our expertise in the field of innovation! However, we don't see innovation as an end in itself but as a means to help companies achieve other business objectives. Innovation is not a buzzword to us – it is our method for helping organizations grow. And it works!
- We have **experience.**
Our accumulated experience of 60 people focused on innovation for over 15 years is considerable. We have experience in many fields and industries. In all of them we used the same method and way of thinking to generate different types of solutions.

