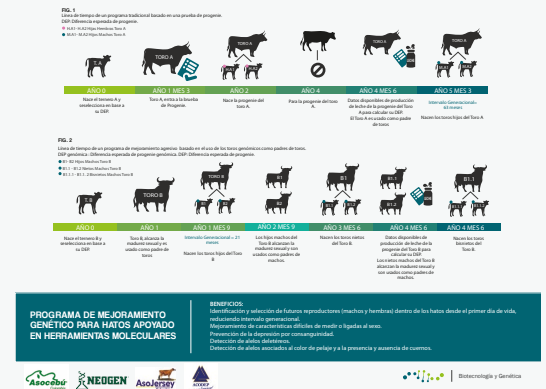


From Idea to Market Launch

Private company that provides laboratory and molecular biology tests services for animals and humans. Founded in 1995, 8 branches, 27 Employees.

Country: Colombia
Industry: Clinical Lab
Date: March-June 2015



The Challenge

Complete design, prototype and get commitment from farmers to pilot an animal breed improvement based on molecular and genome to improve the race and increase the quantity and quality of meat and milk.

The Approach

Build the capabilities to create innovative and differentiating products/business models to better compete in the market, and drive growth and innovation in the organization, working with the executive team of the company through a series of workshops.

The Result

Simulation and prototype piloted with computerized systems, PO from first farmer in just 2 months. After a series of workshops and sessions working with the client team, where we took them through the company innovation process framework, they designed a communication campaign and brochures to get POs from farmers to pilot the concept.

Impact

- Concept designed, prototyped, piloted and first PO.
- Solid capabilities developed within the team to continue the innovation process.
- Strategic alignment within the company and management team to succeed in future projects.
- Own confidence and methodology to build a robust concept and take it to the market.

From Idea to Market Launch

Transportation company that offers solutions for logistics. 10 years experience, 105 Employees and 93 drivers and \$7,000,000 revenue/year..

Country:	Colombia
Industry:	Transportation
Date:	March-June 2015



The Challenge

Problem of disconnection between self employed truck drivers that struggle finding work to do and transportation companies looking for drivers to carry out the transportation of the load in a quick and reliable way.

The Approach

Build the capabilities to create innovative and differentiating products/business models to better compete in the market, and drive growth and innovation in the organization, working with the executive team of the company through a series of workshops.

The Result

Built and tested and mobile app that connects truck drivers looking for load to transport with transportation companies looking for drivers to transport the load while providing accurate information about the status of the service.
Stablished partnerships with transportation companies and app developer.

Impact

- Concept designed, prototyped, piloted and first PO.
- Solid capabilities developed within the team to continue the innovation process.
- Strategic alignment within the company and management team to succeed in future projects.
- Own confidence and methodology to build a robust concept and take it to the market.