

Ideation / IP generation

Ideation workshops to support concept creation and IP generation

Client overview

A client in the fast moving consumer goods (FMCG) sector was aware of upcoming changes in regulations that would require modifications to some products within their existing portfolio. To remain ahead of the competition, the company wanted to file IP relevant to the required product modifications, and wanted to think holistically and creatively about how to achieve differentiation in an evolving technology space. Strategic Allies Ltd (SAL) were tasked with generating stimulus material and facilitating a number of ideation sessions with global stakeholders within the client's business. The ultimate aim was to stimulate ideation and concept generation in order to provide a pipeline of innovative proposals for future IP filings.



The search

SAL embarked on a programme of secondary research to identify technologies, case studies and concepts from relevant adjacent industries to provide stimulus for 2 ideation sessions with the global client team. Views and ideas from the entire SAL organisation were regularly collated and explored to best leverage the creativity and cross-sector experience of the team.

At the midpoint, and upon completion of the project SAL organised and facilitated ideation workshops with the client's global team with the aim of generating innovative concepts and ideas that could form the basis of future IP filings. To provide stimulus, all research findings were analysed and summarised in a presentation-style report that was shared with the team ahead of the meeting (a more detailed Excel was also provided). After each workshop, ideas were captured in the Excel report. The team then further analysed and elaborated on the preliminary ideas to develop more comprehensive, detailed proposals for IP filing.

"There are definitely a number of concepts that the team can flesh out for IP opportunities"

"This has given us a lot of food for thought and we would love to do more of this type of work with you"

Outcome

The ideas originating from the ideation sessions have resulted in the generation of **over 20 opportunities** to be considered for future IP filings.

The client team recognised the benefit of this work and have requested **another programme of work with SAL** to explore and innovate within other strategically important areas for their business.