



Introduction to nu angle

Create growth through technology and innovation management

nu Angle is a technology and innovation management company. We specialize in helping companies to:

- develop and implement growth platforms;
- integrate their technology strategy with the needs of the business; and
- make difficult investment choices for a future technology pipeline that drives commercial advantage.

We move rapidly from strategy to implementation and seamlessly from senior management to the shop floor and from R&D to marketing. The success of our projects is due to combining proven best practice processes, with supporting tools and proven software, and 'high quality content' through our large and growing external expert network that makes it possible to run assignments that other companies much larger than we are would find impossible. We have found that involving technology and market experts from adjacent industry sectors in the work generates many new insights and added value.

nu Angle draws on a long tradition of practical experience of technology management. We tailor our interventions according to need at different stages. In order to ensure consistency, we maintain guiding frameworks, but within these frameworks are able to vary processes in order to achieve the impact for clients that are required. All our associates have over 20 years' experience in technology and innovation management and we can demonstrate real success in all the projects we run.



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“The success of our projects is due to combining proven best practice processes, with supporting tools and proven software, and ‘high quality content’ through our large and growing external expert network ”

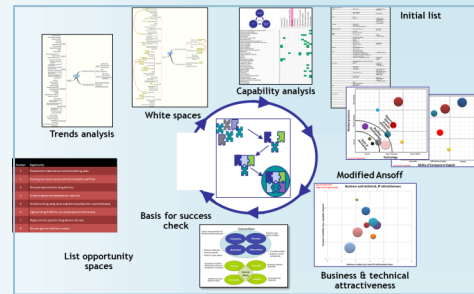
Key areas of service provision

INNOVATION GROWTH PLATFORMS



Many organizations are looking to make growth more structured, reliable and less opportunistic and risky.

We help clients create a detailed understanding of strategic opportunity spaces that they can exploit. Within these opportunity spaces, we then help clients to identify growth platforms and develop plans that will deliver. Growth Platforms are specifically named well thought through initiatives and our past success has been due to combining high quality information (much from outside our clients own sector) with teams creating their own implementation plans.



“We help clients to identify growth platforms and develop plans that will deliver”

TECHNOLOGY ROADMAPPING



Many companies struggle to manage their investment in technology. Roadmapping can be a very powerful management tool to provide a view of the future evolution of technology that can be applied to strategic and operational business decisions. Our roadmap approach has three major benefits:

- Commercial needs and business strategy are heavily intertwined with the more technologically-based roadmap development – this ensures a real balance between market ‘pull’ and technology ‘push’.
- Our use of external experts is very efficient – roadmap data is developed off-line, with experts coming together to use their insight and expertise to apply the roadmap to a company’s commercial direction.
- Supporting decision-making is our primary aim – rather than struggling with dense and complex roadmap data that requires further interpretation, executives are able to review scenario plans based on roadmap data and commercial priorities. It is our view that the roadmap is only ‘half’ the answer and turning this into actionable choices is crucial for exploitation.

Further Assessment	Date to emergence of technology for kitchen appliances												
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	
Device Technology													
Bluetooth													
Bluetooth Smart													
WiFi													
WiFi MIMO 2													
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“Commercial needs and business strategy are heavily intertwined with the more technologically-based roadmap development”

TECHNOLOGY STRATEGY AND PLANNING

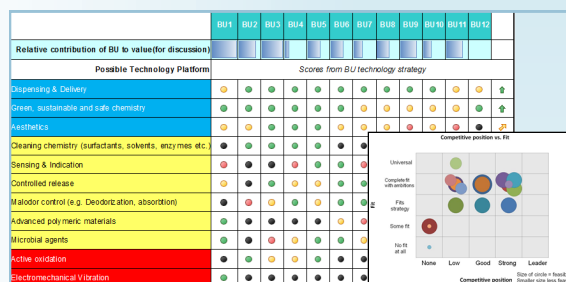


Building a balanced portfolio of technology investments that supports future growth is especially important in the era of 'Open Innovation'.

Our approach is designed to make technology strategy tools (first developed for hi-tech industries) accessible to a broad range of sectors, including consumer packaged goods.

A technology strategy is created through an analytical process that identifies current internal and external technologies, how important these are to the business and how to manage them in the future. It

helps to define investment plans for technologies and identify critical capabilities (thus feeding into R&D organization decisions). Technology strategy can be created at either Business Unit (BU) level or at corporate level. This latter analysis helps to identify common technologies (platforms) across BUs and longer-term technologies that can't be justified at BU level.



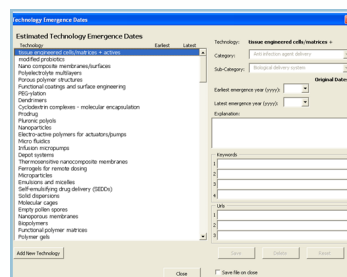
“Our approach is designed to make technology strategy tools (first developed for hi-tech industries) accessible to a broad range of sectors, including consumer packaged goods”

To carry out these three services we also perform:

- **Technology platforms assessment**
- **Innovation auditing**
- **Innovation strategy**
- **R&D organisation and processes mapping**

Software support

We use our own bespoke software to assist us with both technology roadmapping and technology strategy work. These tools are readily accessible and usable by client teams, which assist with capability transfer. They make information gathering, analysis and graphical display very efficient, which create much more time for interpretation and planning.

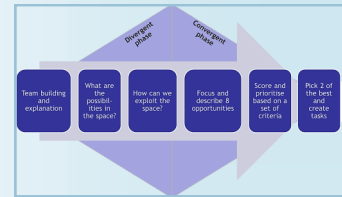


“We have invested in our own bespoke software to assist us with both technology roadmapping and technology strategy work”

Recent case studies

“We were formed nearly 7 years ago to assist senior management with technology and innovation management issues. All our projects integrate best practice approaches, a growing network of technology and commercial specialists and tools for implementation”

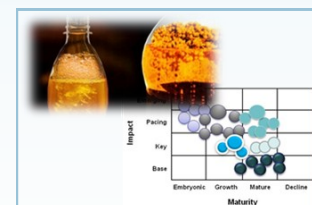
For European Biologics Company: The company had already been through a process to identify 4 domains where growth platforms may exist. We designed and then ran 4 three-day growth platform events. The events generated several exciting areas for implementation. The Company is now in the process of implementation to create growth.



For Consumer Lifestyle Company: The Company needed a better R&D process to manage its research project selection. It was taking far too many resources to manage and the outputs were not on time. We mapped the current process and then in a series of working sessions generated a new simpler and more efficient process. Process simulated using different individuals from research and also obtained remote feedback from R&D sites in different locations. The outcome is a process that generates high quality information so that management can make better informed decisions.



Soft Drinks Company looking for new innovations: The internal team had found it difficult to focus on technologies that delivered real unmet needs. The strategy delivered 4 new ‘platforms’ - aligned with the commercial brand roadmaps and signed off by marketing teams. This enabled the R&D and marketing to develop implementation plans and launch new products to revitalize some of its brands.



OTC assay kits: The client’s main patents on lateral flow were running out and it needed a smart answer! We used a roadmapping process to focus the work, engage external experts and assess the results. We identified a portfolio of biosensor technologies likely to emerge in 10-15 years that could represent both opportunities and threats. This enabled the team with our assistance to formulate several technology platforms and agreed R&D schedules to integrate them into new product development plans.

