



CUSTOMER-
FOCUSED
INNOVATION

NEED GROWTH?

EUREKA! WINNING WAYS

a scientific method for accelerating profitable growth

The Eureka method shows you how to develop products and services customers will love—before your company invests money in costly product development.

- **Creation of customer “Pull” (demand) for your unique products**
- **Focus on speed to market**
- **Development of a repeatable process for successful product development**

Eureka participants access a proven, scientific process for idea development, including a powerful business simulation program, to forecast product/service market potential *before resources are committed to product development.*

EUREKA! WINNING WAYS

Eureka! Winning Ways helps you discover and develop products and services that are meaningfully unique, and positions your company as an innovator and customer advocate by clearly communicating:

Overt Benefit

Identifies the features that produce customer benefit and help drive customer interest

When you are obvious about the overt benefit, the odds of success are increased by 290%.

Real Reason to Believe

Brings 60 second clarity to increase sales closing rates

Marketing messages that articulate an overt benefit and real reason to believe are nearly five times more effective.

Dramatic Difference

Expresses the unique properties of your product effectively

Messages that are numeric about benefit difference increase the odds of success by 52%.

Step 1: Idea Engineering

Create Ideas for Growth

In this one-day session, your team creates ideas for growth that balance the products your customers dream of with the products your company can actually deliver.

As a result of this process, you'll create a pipeline of ideas for taking your business to the next level. Produced outcomes include new product/service concepts as well as ways to make existing products better.

Step 2: Idea Validation

Separate Winners from Losers

Your team reviews the list of ideas and selects one idea to undergo a concept screening analysis. This process of computer modeling and analysis produces a "five-year survivability" report to reflect the validity of the product concept. You'll then write effective marketing messages following the three rules of "marketing physics":

- Overt Benefit
- Real Reason to Believe
- Dramatic Difference

A comprehensive five-page report details the business case and includes a forecast of revenue.

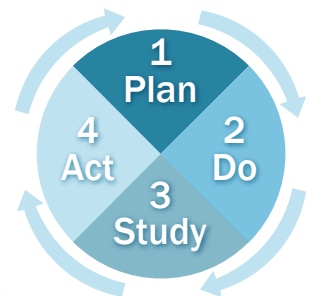
Step 3: Make it Become Reality

Execute Trailblazer Development

Your team works together to develop a step-by step action plan for turning the top growth ideas into reality. This process reduces risk and accelerates time-to-market.

Weekly coaching sessions help turn your ideas into reality. WMEP's certified specialists keep your project leaders on track, accelerating learning by applying 7-day rapid cycles of "fail fast, fail cheap, get smart" learning.

The result is a 98% success rate in the discovery and development of product concepts that are market-ready and able to revitalize your bottom line.



The Deming Cycle, also known as the scientific method

"WMEPs Eureka! Winning Ways really helped us zero in on, improve and implement some great ideas for growth. The best part for us was the process that: 1) identified the most likely ideas to succeed and, 2) keeps us on schedule to make them reality. We've launched one new product already, another is on the way soon, and we have two more in the pipeline."

*Bill Henry, Sr.
President*

American Laser Products, Middleton, WI

TWO PROGRAMS:

CHOICES FOR GROWTH

Generate profitable new ideas!

Develop four of your best product ideas from concept through execution.

This training suite includes “Profit 101” and facilitates the complete process from creating unique ideas to ensuring marketplace success:

- **Profit 101 Growth Training**
- **Customer Insight & Technology Mining:** Explore possibilities with customers and technologies to improve the depth, feasibility and uniqueness of ideas.
- **Innovation Engineering:** Employ a process that is seven times more effective than brainstorming for creating new, unique and profitable ideas.
- **Business Simulation Reports:** Select two **big** impact ideas and receive a sales forecast on their real-world potential before dedicating valuable time, money and resources to product development.
- **Action Planning Session:** Develop plans for dealing with threats and key development issues for two **big** impact ideas and two **quick** impact ideas. Action planning reduces risk and increases speed to market by confronting issues, assigning resources and developing R&D partnerships.

Objective:

- Generate business growth ideas.
- Bring business growth ideas to market.

Deliverables

- Action plan and business simulation sales forecast for two **big** impact ideas.
- Action plan for two **quick** impact ideas.
- Pipeline of translated business opportunities.
- Coaching to drive progress.



IDEA ACCELERATOR

Choose your best existing ideas for development.

Your team is guided through a reliable innovation system to accelerate existing ideas within your company.

The Idea Accelerator will help you develop the marketing promise and profit model for existing ideas. You will select a “Scout” and multi-disciplined Eureka! Team to run your top ideas through a 30-day Trailblazer System of action planning that includes:

- Engineering of the idea by ALL departments to identify and address death threats and additional opportunities.
- “Fail Fast, Fail Cheap, Get Smart” cycles of learning.
- Product and market prototyping.
- Simultaneous research in the areas of product, intellectual property, cost, budget and more.
- After 30 days, each Trailblazer Scout/Team leads an action planning session that recommends: to go forward (Yes), to go forward with changes (Yes, but) or to kill the idea (No).

Objective:

- Bring existing business growth idea(s) to market.

Deliverables

- Business simulation research report for the one best idea to provide a picture of real-world potential before dedicating time, money and resources to development.
- Trailblazer Action Plan.
- Coaching session to drive Action Plan.

“We expect a projected \$12 million in new sales this year and nearly 3 times that amount down the line.”

Campbell Hausfeld

EUREKA! WINNING WAYS SAVES TIME AND MONEY

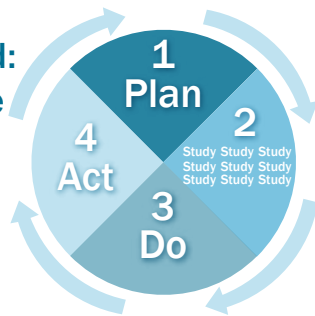
Validate product ideas before committing engineering resources.

The traditional methods of product development involve a lot of study (meetings) and planning (meetings) before moving the idea into engineering for development and prototyping. The Eureka! method uses an action-oriented process developed by Dr. W Edwards Deming, accelerating the development process into “Fail fast, fail cheap, get smarter” cycles of learning.

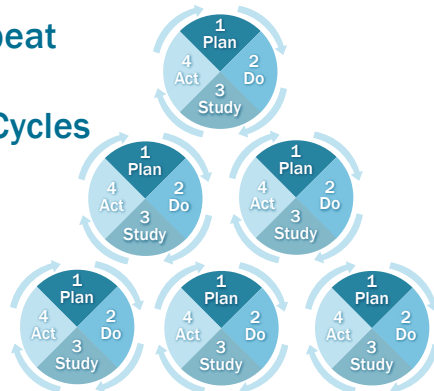
“We used the Idea Engineering process as a branding process,” said Carlson. “As a company, we defined what we are, and just as important, what we are not. This gave us a platform to evaluate all ideas and provided the lens we needed to focus on the kinds of products that will continue to sustain our brand.”

Joe Carlson
President, Lakeside Manufacturing
Milwaukee

Traditional Method: One Slow Cycle



Learn & Repeat Method: Multiple Fast Cycles



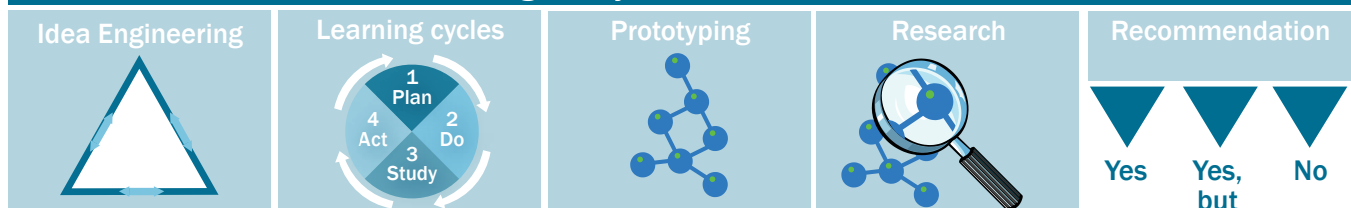
Jerry Moran found the Eureka process yielded more than just idea development, “I learned a lot about my company and my customers.” He’s applied the process to many aspects of Medalcraft Mint to improve processes and diversify markets.

Jerry Moran
CEO, The Medalcraft Mint
Milwaukee

“Eureka! opened up new market opportunities for us which could grow our company by 400%. You’d be a fool not to do it.”

CJ Buck
Buck Knives

Eureka! Winning Ways Solution: Start to Finish



Five Times Faster and Cheaper to Market

The Eureka! Winning Ways process involves rapid idea generation, review, testing, and customer and market validation of product ideas before they are recommended for further development—a process five times faster and cheaper to market!

Call WMEP today at 877.856.8588 or e-mail results@wmep.org



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