



Innovation | Intellectual Property
Strategic • People • Functional

- The heart and soul of the future organization is creativity and innovation.

About Innomantra

Innomantra is India's leading Innovation and Intellectual property consulting and services firm. We help organizations to design and achieve their innovation and Intellectual property goals by 3x.

Our clients range from small entrepreneurial enterprises to **Fortune Global 500 organizations**. We are headquartered in Bengaluru, India.



INNOVATION | INTELLECTUAL PROPERTY

Innovation 3x

Our philosophy is that innovative organizations should identify innovation goals that seeks to achieve a **3x** boost in performance.

It also represents our **three fold approach to innovation** that looks at overall business strategy, people and functional systems. We also promise a guaranteed minimum 300% return on innovation for our clients.



INNOVATION | INTELLECTUAL PROPERTY

Clients

ABB


Alcatel-Lucent

ATKINS


भारत इलेक्ट्रॉनिक्स
BHARAT ELECTRONICS

 **BOSCH**

EMC²

Google

HARMAN

 **Ingersoll Rand**
Inspiring Progress™


LARSEN & TOUBRO

LM WIND
POWER

 **Lucy** Electric


MERITOR


NetApp


TRELLEBORG

INNOVATION | INTELLECTUAL PROPERTY



Strategic Innovation
identify the new market
IMAGINE

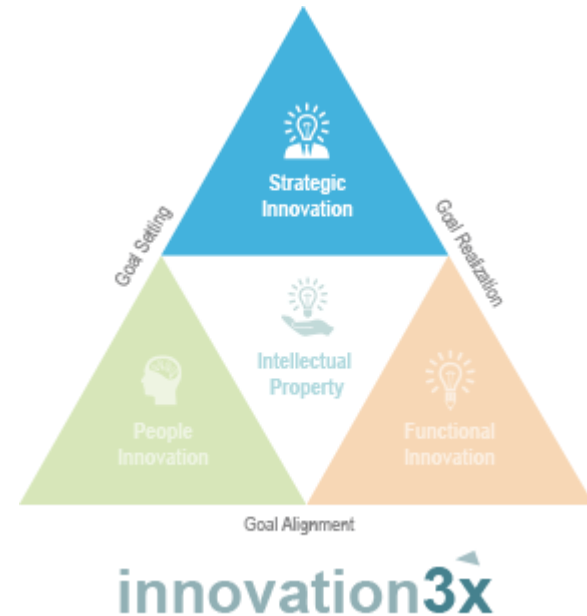
INNOVATION | INTELLECTUAL PROPERTY



Strategic Innovation

Strategic Innovation is a comprehensive set of frameworks that is revolutionizing business strategy and innovation.

At the heart of Strategic Innovation is the **value curve and strategy canvas**, a powerful way to visualize business strategies.



INNOVATION | INTELLECTUAL PROPERTY



People Innovation

build trust and collaborate

INSPIRE

INNOVATION | INTELLECTUAL PROPERTY



People Innovation

Organization need be designed to ignite an **incubator for great ideas** rather than a cold-store for a backlog of ideas. While it may take one person to come up with a great idea, it takes much more resources to develop that into a great product or Service.

Innomantra helps in designing and the implementation of an **Innovation eco-system in organizations**.



INNOVATION | INTELLECTUAL PROPERTY



Functional Innovation
ideation to execution
IMPACT

INNOVATION | INTELLECTUAL PROPERTY



Functional Innovation

The Functional Innovation is an integrated approach to creative ideation and problem solving which incorporates aspects from several well-known ideation and problem solving techniques.

FI developed out of a research study that involved analyzing **30,000+** recent innovations and **10,000+** highly cited patents in order to identify common patterns and develop useful heuristics from products and process.



INNOVATION | INTELLECTUAL PROPERTY



Intellectual Property
ideas to IP
INVENT

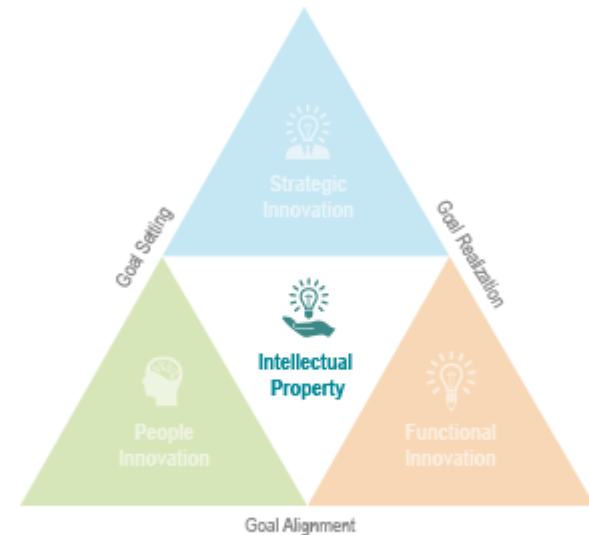
“Intellectual Property is the Cinderella of modern organization by revealing her true value swept her to prominence”



Intellectual Property

Every organization has a reason for being. It might be a unique ability to offer a particular product or service, or it might arise from having been in the right place at the right time with certain set of capabilities.

But at its core, any organization probably relies on Intellectual Property (IP) far more than one can imagine. The **knowledge** and their **ability to innovate** are frequently the differentiator.



innovation3x

INNOVATION

INTELLECTUAL PROPERTY



Case Studies

Blueprint

INNOVATION

INTELLECTUAL PROPERTY



Case Study: Business Process Innovation

Client Profile:

SEIC is a Global Fortune 100 American multinational technology company specializing in Internet-related services and products. These include online advertising technologies, search, cloud computing, and software.

Innovation Goal:

Identify business improvements to a key online revenue generating process.

Project Duration: 90 days

Outcome:

Innomantra worked with operations team to identify more than 300 raw ideas that could bring significant improvements in the business process. Each team identified a project by combine these raw ideas that would be developed for experiment and business case development.

Estimated Return on investment:

Greater than 300% (Based on the estimated value of the patents)

INNOVATION

INTELLECTUAL PROPERTY



Case Study: New Product & Patenting

Client Profile:

GAME is a German engineering and electronics company with annual revenues of US \$50 billion. It is one of the world's largest suppliers of automotive components.

Innovation Goal:

Identify high quality patentable new product concepts for next-generation automobile navigation systems.

Project Duration: 90 days

Outcome:

Innomantra worked with operations team to identify more than 300 raw ideas that could bring significant improvements in the business process. Each team identified a project by combine these raw ideas that would be developed for experiment and business case development.

Estimated Return on investment:

Greater than 300% (Based on the estimated value of the patents).



Case Study: Supply Chain Innovation

Client Profile:

BEAC is a multinational corporation headquartered in Zurich, Switzerland, operating mainly in robotics and the power and automation technology areas.

Innovation Goal:

Identify ideas to improve the global procurement process at a subsidiary company of BEAC.

Project Duration: 90 days

Outcome:

Innomantra worked with the engineering team to identify more than 200+ raw ideas. The client took up five projects based on these ideas.

Estimated Return on investment:

Greater than 300% (Based on the estimated cost savings).

INNOVATION

INTELLECTUAL PROPERTY



Case Study: Manufacturing Operations

Client Profile:

LIME is a multinational engineering conglomerate based in Mumbai, India with annual revenues of more than US\$15 Billion. The company has business interests in engineering, construction, manufacturing goods, information technology, and financial services.

Innovation Goal:

Reduce the cycle time for product delivery at a business unit of LIMC's electrical products division.

Project Duration: 90 days

Outcome:

Innomantra worked with the operation team to identify 1000+ raw ideas, which were clustered into three bins. Three projects were taken up combining the best elements from different idea. These projects helped in bringing down the execution time by 30% resulting in significant business savings and increased customer satisfaction.

Estimated Return on investment:

Greater than 300% (Based on estimated business savings).



Case Study: Marketing Innovation

Client Profile:

MATE is a leading European manufacturer of high quality, rotary precision cutting tools.

Innovation Goal:

Identify ideas to improve the effectiveness of the business-to-business marketing process.

Project Duration: 90 days

Outcome:

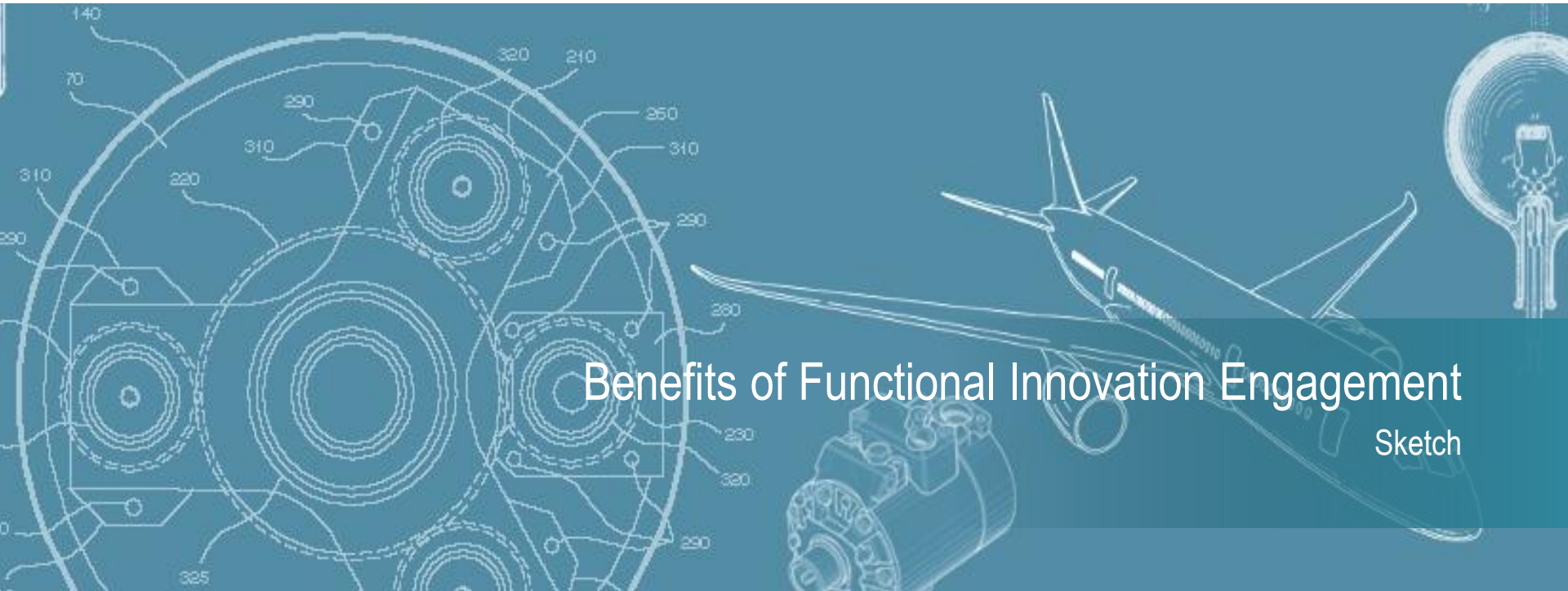
Innomantra worked with the sales and marketing team to develop a sales and marketing plan for industrial customers.

Estimated Return on investment:

Greater than 300% (Based on the estimated improvement in sales).

INNOVATION

INTELLECTUAL PROPERTY



Benefits of Functional Innovation Engagement

Sketch

INNOVATION

INTELLECTUAL PROPERTY



10 Benefits of Functional Innovation Engagement

- **Experience** Innovation Tools - Ideation process and generating high quality Ideas in *Product, Process and Business Models*
- **Enable** technologists and people from every function to innovate systematically
- **Exposure** to patent landscape, patent insights and innovation patterns
- **Examine** competitors and new entrants in the market through patent and non-patent literature
- **Enriching** ideas to intellectual property in projects through creation and de-risking
- **Exceptional** understanding to prior art and discovering opportunities to innovate
- **Embrace** innovative idea and create business value
- **Efficient** way to innovate and motivate in an organization
- **Enlightened** by Ideation Questionnaire Summary insights
- **Extra-mile** by sharing reports / insights on a regular basis

INNOVATION

INTELLECTUAL PROPERTY

Bangalore

Innomantra Consulting Private Limited
Level 9, Raheja Towers
M.G. Road, Bengaluru - 560 001, India
Mobile: +91 98452 72555
Tel: +91 0821 41253444

Mysore

204, 'Faraday Labs', Level 2, 1st Main, 1st Cross
Brindavan Extension 2nd Stage, Mysuru - 570 020, India
Mobile: +91 93421 19667
Tel: +91 2414556

Web

innomantra.com
twitter.com/innomantra
contact@innomantra.com