



Innovation is more  
than coincidence.



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They certainly do exist, inventions by accident which lead to a fundamentally improved understanding of physics or a different kind of product. However, more frequently it is a linear, incremental development which over a longer period of time matures a product to perfection and provides leading suppliers with competitive advantages.

### Incremental innovations

Two examples for illustration:

1. The legendary apple drop onto Isaac Newton's head only triggered a long lasting thinking process which eventually led to the definition of the law of gravitation.
2. In 1802 physicist Humphry Davy has been the first to get filaments of platinum glowing by means of electricity. But not until 1880 Thomas Alva Edison was granted the patent for the carbon filament bulb. In between countless research and improvement steps were necessary. Just in the course of the experiments conducted in Edison's Menlo Park to develop the filament bulb and the required infrastructure, more than 40 000 pages of documentation were created. Edison is therefore probably less of the true inventor of the filament bulb than the originator of a proper innovation process which supported interdisciplinary and target oriented research and development.



### Complexity requires specialization

Even the production of a filament bulb was a challenge those days, requiring intricate production procedures, today's industry is significantly more complex. This led to extreme specialization, sophisticated manufacturing methods and finally higher quality products, often even at a more attractive price.

Why do corporations nevertheless lose their market leadership position, despite continuous improvement of their market performance? They risk a tunnel vision often induced by specialization. The continuous improvement process (CIP) optimizes the existing but rarely cultivates something fundamentally new. Therefore enterprises must regularly question the customer needs and look for completely new solutions to satisfy them.

### Radical innovations

New competitors with unconventional approaches supersede established suppliers from their leading position. This occurs even though in markets with high entry barriers. The music industry serves as an example. Its revolution was not caused directly through the introduction of digital storage media but through innovative distribution concepts.



### Priming innovation effectively

Corporations have to set the stage by

1. an innovation friendly company climate
2. excellent knowledge of customer needs and markets
3. right judgment of social and technological trends
4. knowledge about the technically feasible and capable partners

### Support along the innovation process

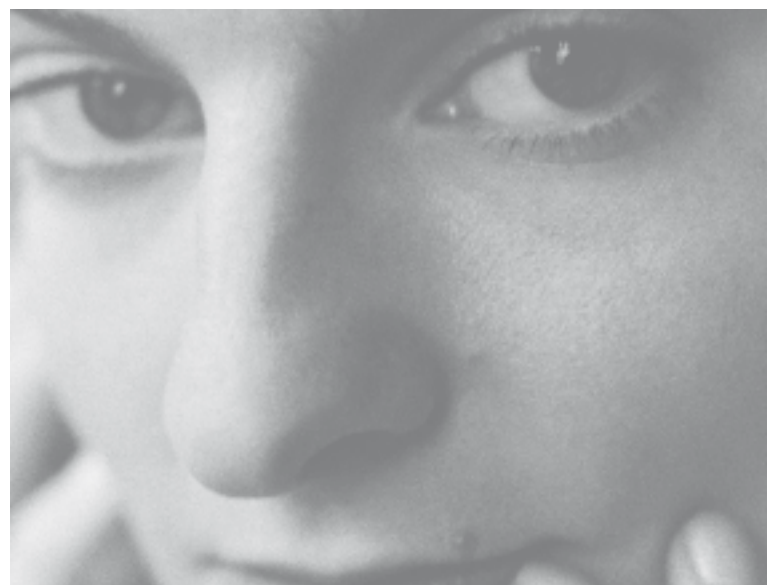
As external partner Innoco supports you in opening the market perspective of your company, reviewing and challenging the beaten track. The results are unbiased complements of the existing market expertise and new hypothesis on market developments. Valid hypothesis are used to fuel specific innovation projects.

Whether incremental or radical innovations, Innoco supports the marketing and development team in dedicated or all phases of the innovation process, from market investigation over development to product introduction.

### What you get from Innoco

Innoco consults you, where most added values for your company are generated. There is no standard package from Innoco, but an individually tailored set of services specifically designed for the situation, challenges and goals of your company. This includes:

- market clarification through unbiased customer interviews
- hypothesis development and validation
- strategic portfolio planning
- creation of solution independent requirement specifications
- methodical support of the innovation process (creativity tools, value engineering,...)
- solution assessment and design reviews
- facilitate technology partnerships
- marketing concepts



### Innoco innovation consulting

Donat Elsener, founder of Innoco GmbH, holds degrees in electrical engineering and business administration. He has gathered more than 28 years of professional experience. After completing studies, he worked as developer for a supplier of semiconductor assembly robots – an industry which is known for its very short innovation cycles. Five years later he moved into laboratory automation where he acted for more than 17 years in various management positions. Stations in his career so far included leading positions in R&D, sales and marketing up to innovation management with comprehensive responsibilities on executive management level.

Donat Elsener is a generalist with an extraordinary customer orientation and a deep technical comprehension. He builds bridges between end-users, sales and marketing organization and engineering, bonding the three most important elements of the innovation process tightly together.

### Some examples of professional success:

- Conceptual design and significant development work on a new generation of modular laboratory robots which set a long lasting new standard in the market. In the meantime over 10 000 systems have been sold and generated revenues of more than CHF 500 Mio.
- Funding of a business unit for custom specific automation projects with initial yearly revenues of CHF 3.3 Mio followed by expansion to CHF 20 Mio. within seven years
- Conceptual design, sale and implementation of an innovative high throughput robot for infectious disease testing. Beyond others, the system was daily used by the largest European blood bank.
- Conceptual design and sale of the largest forensic genetic sample processing system worldwide
- Establishing a Sales and Marketing organization for a global SMB
- Integration of a Sales and Marketing organization after merging with a public company
- Implementation of an innovation management system



Additional information available at:

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