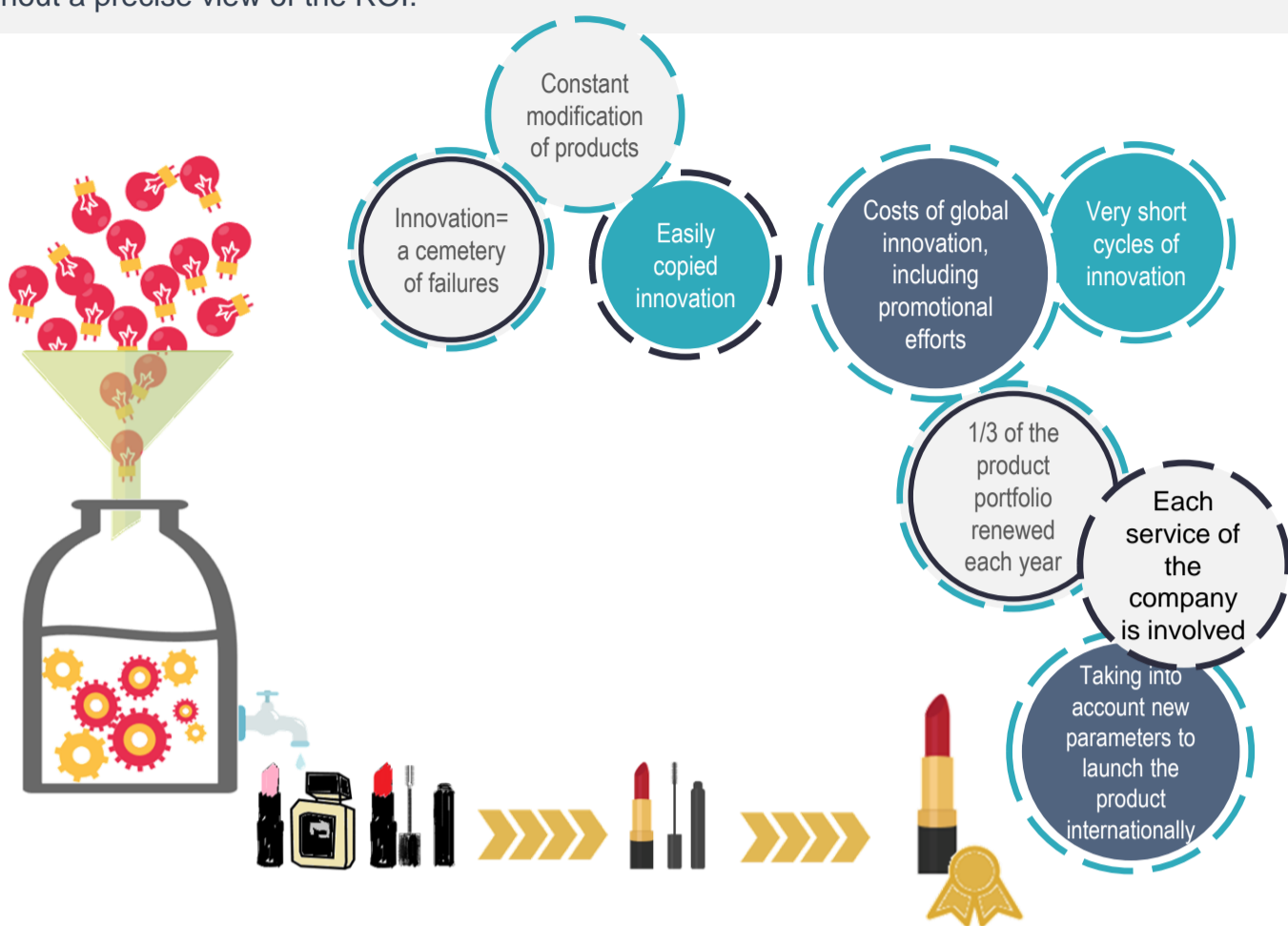




Optimize and control the ROI of innovation in 6 steps

The context in which evolve the food industry and consumer products requires the companies constant efforts to innovate as well as frequent innovations to distinguish themselves from other companies. Also, it is becoming more and more difficult for a company to chose an “innovation” without a precise view of the ROI.



To meet all these challenges, companies must have a precise idea of each step of the ROI from their innovation



Optimizing on the Return On Investment of the innovation at each step of the development of the product in essential to maximize the profitability o the company.

Also, for total control of the ROI of the product innovation cycle, we must analyze the product’s value on its overall cost.

Increase the ROI numerator

- Increase the bandwidth of innovations
- Multiply the ability to prototype innovations
- Maximize the potential and the final product value



Decrease the cost denominator

- Control your investments
- Eliminate tasks that bring no added value to the product
- Avoid disaster scenarios and unnecessary projects

TO LEARN THE DETAIL ON ALL THESE GOOD PRACTICES, DOWNLOAD THE WHITE BOOK

