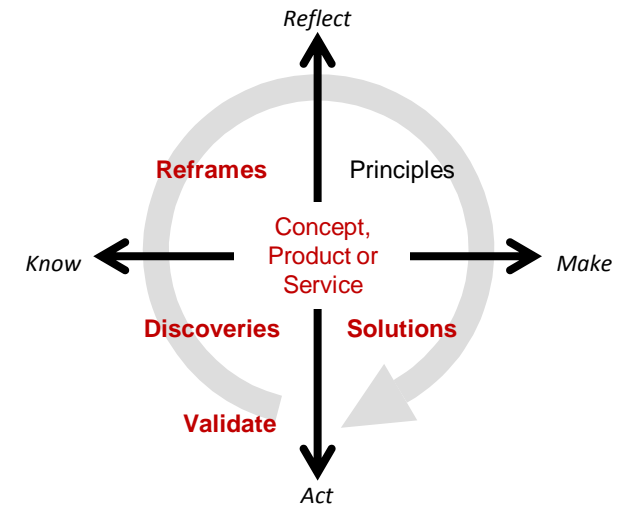


# Lower risk of new products sooner, at a fraction of the cost of a conventional approach

We work with you to identify customers' barriers to adoption of a concept, product or service you are developing. We help you effectively utilize rapid, low fidelity prototypes with customers.

This approach will provide you about 80% of the important information you need in about 20% the time and cost of conventional approaches.

Result: You identify early what will or will not be of value to your customers, before you've made more significant commitments.



*We help you deliver business results while you build your capability*