

The Nottingham Spirk Difference

Our success and track record in bringing innovative products to full commercialization. 95% of the product concepts we develop for clients make it to market. These business innovations have generated more than \$50 billion in total cumulative revenue for our clients and partners. In addition, we have established relationships with over 100 global manufacturing and materials partners, a critical success factor in our impressive commercialization rate.

Our approach towards intellectual property transfer. In our 47-year history, we have produced and developed over 1,200 commercialized patents, IP that is transferred to our client partners.

Our unique business model. We are a focused innovation and product development firm. We are not a professional services company, which would create an inherent bias towards growing utilization of staff (and client billable hours). Instead we are focused on problem solving and hitting program goals or objectives as efficiently as possible.

Our innovation vantage point is higher. Many innovation firms focus in an area of specialty – business strategy, digital expertise, deep sourcing expertise, etc. The risk of such specialization is a preconceived bias towards certain outcomes, especially when undertaking a much broader and open approach to market opportunity analysis and product innovation.

Our approach allows us to take a view from the summit – a high altitude “vantage point” from which to look upon the potential areas for white space opportunities and disruptive business opportunities. This view is also greatly enhanced by the wide variety of programs we have delivered on behalf of clients in numerous industries – consumer products and appliances, industrial products, health and medical solutions, food and packaged goods, retail point of sale, and many more.

Our focus and deep understanding of the real-world business aspects of bringing products to full commercialization. We are not a firm that dwells exclusively in the realm of research, idea generation or strategy development. Sure, we do those things, but with a focused purpose of marching forward to detailed development, real world sourcing and manufacturing, design for manufacturing and meeting target cost factors for commercialization. Designs and plans that never get past the “drawing board” aren’t innovations, and they certainly aren’t products. Steve Jobs famously said “Real artists ship.” That’s our mindset as well.

www.nottinghamspirk.com

Our Unique Approach: Vertical Innovation™

Nottingham Spirk is the only truly vertically integrated innovation firm with all of the disciplines required to bring a product to market under one roof:

- Consumer Research
- Business Strategy
- Design – Industrial, User Experience, Visual, Packaging
- Engineering – Electrical, Mechanical, Biomedical
- Technical Architecture & Software Development
- Data Systems & Analysis
- Sourcing
- Patent Strategy
- Prototyping
- Merchandising

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