

Insights-driven innovation in a faster changing, more complex and open digital world

PDMA Webinar

May 28, 2020

IntPact in a nutshell

Insights-driven innovation & digital

Cases

Worldwide dynamic on « Stage-gate & Innovation processes »

Worldwide dynamic on « sustainability » : Example on Protein alternatives

Opportunities detection at a stainless steel producer

Market forecasting of fast changing value chains



IntPact in a nutshell

Faster-moving and complex business environments require new practices

With so much shift & information out there
how can you make sure...



You have taken and will **take the right decisions?**

You're not passing by a **huge opportunity?**

You're not ignoring a **critical risk?**

What if you had a Business GPS to drive your activities and decisions for...

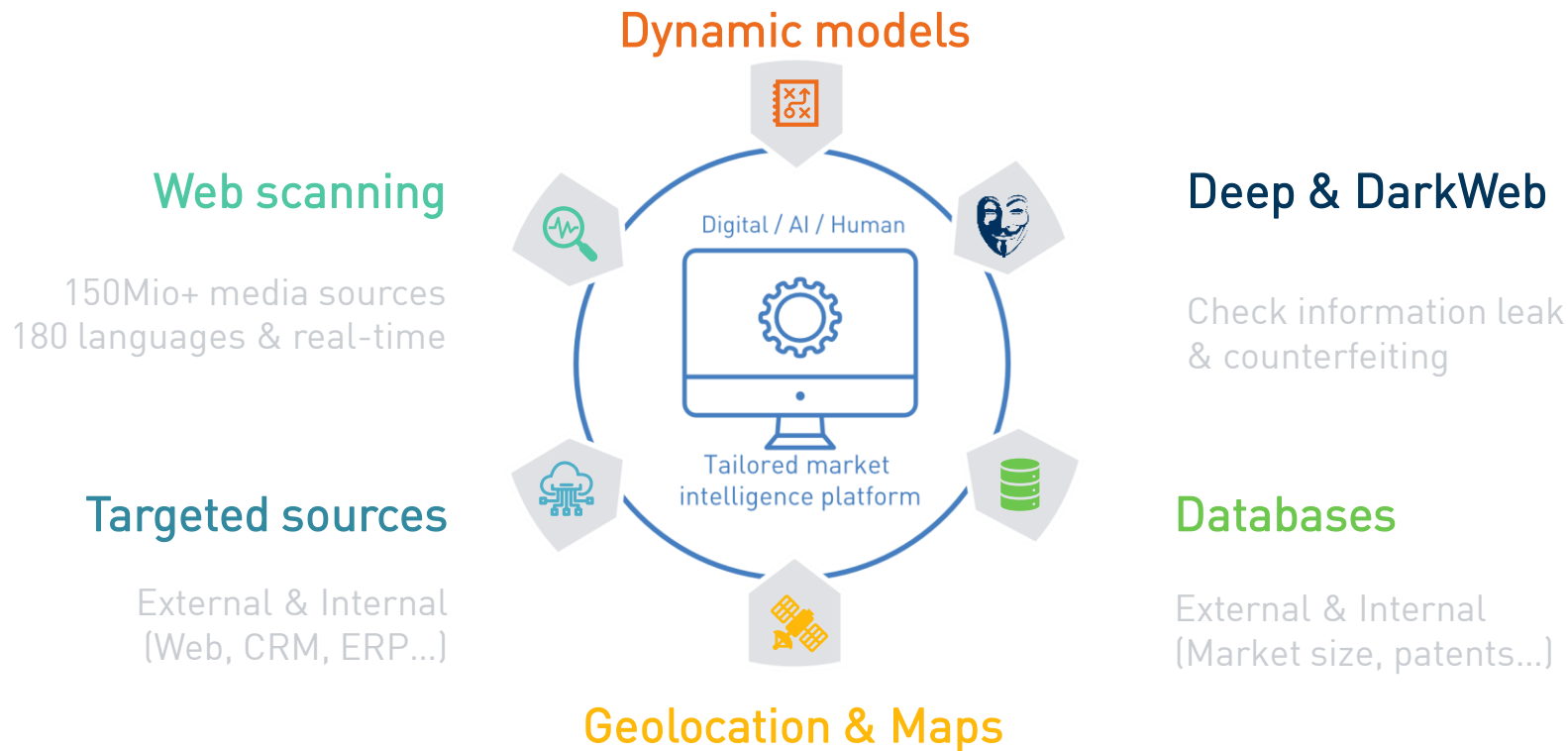


Innovation

New product development

And more...

Leverage digital to connect the most relevant sources of information



Get a 360° dynamic view of your business in few clicks



* Highly depending on the industry segments targeted

Combine our 3 solutions to unleash your intelligence



INSIGHTSXPLORER by IntPact



INSTANTANEOUS INSIGHTS & POWERFUL ANALYTICS OUT OF 150MIO+ MEDIA SOURCES*

Unframed business scope search

Interactive customized dashboards

Personalized newsletters & alerts

INTELLIGENCE+ by IntPact



GATHER, ANTICIPATE SHARE, COLLABORATE

Specific internal/external
data sources & files integration

Automated broadcast of insights &
recommendations

Advanced collaborative features

MARKETSIZER by IntPact



DYNAMIC MARKET SIZING AND FORECASTING

AI assisted decriptive and predictive
modeling

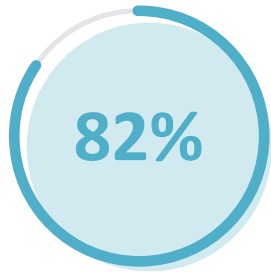
Dynamic & Interactive mapping

Advanced visualisation features

* Magazines, newspapers, online news , TV, radio, blogs, social networks.... in more 180 languages

Insights-driven innovation leveraging digital eco-systems

Innovation practices must be adapted to this digital and fast moving new world



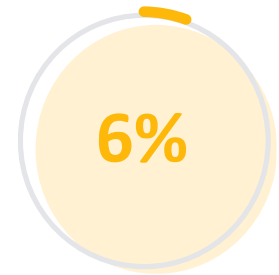
Run innovation the same way they do regular business⁽¹⁾



Admit to miss crucial opportunities⁽¹⁾



of new products launched do not reach their business targets⁽²⁾



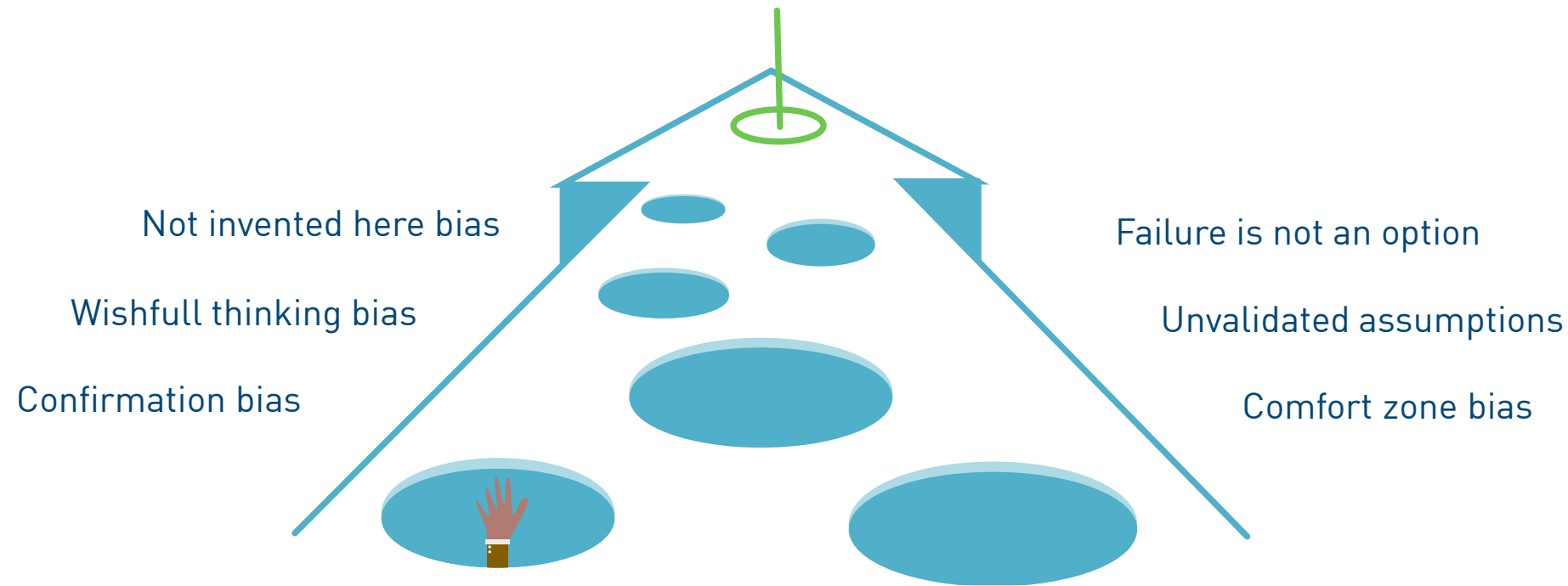
of executives are satisfied with their innovation performances⁽³⁾

⁽¹⁾Accenture survey 2015

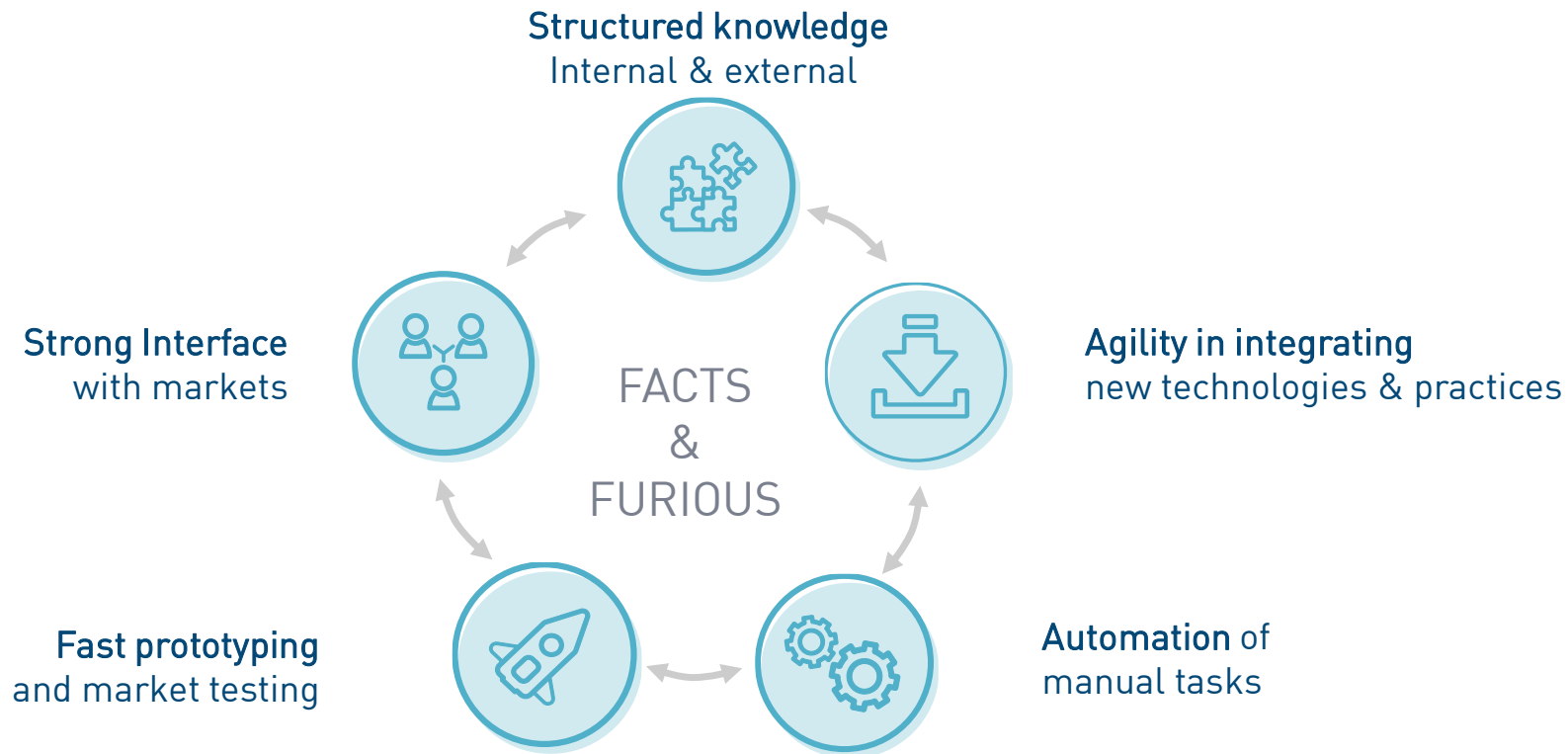
⁽²⁾HBS, Prof. Clayton Christensen

⁽³⁾McKinsey global survey

Typical pitfalls observed in NPD / Innovation

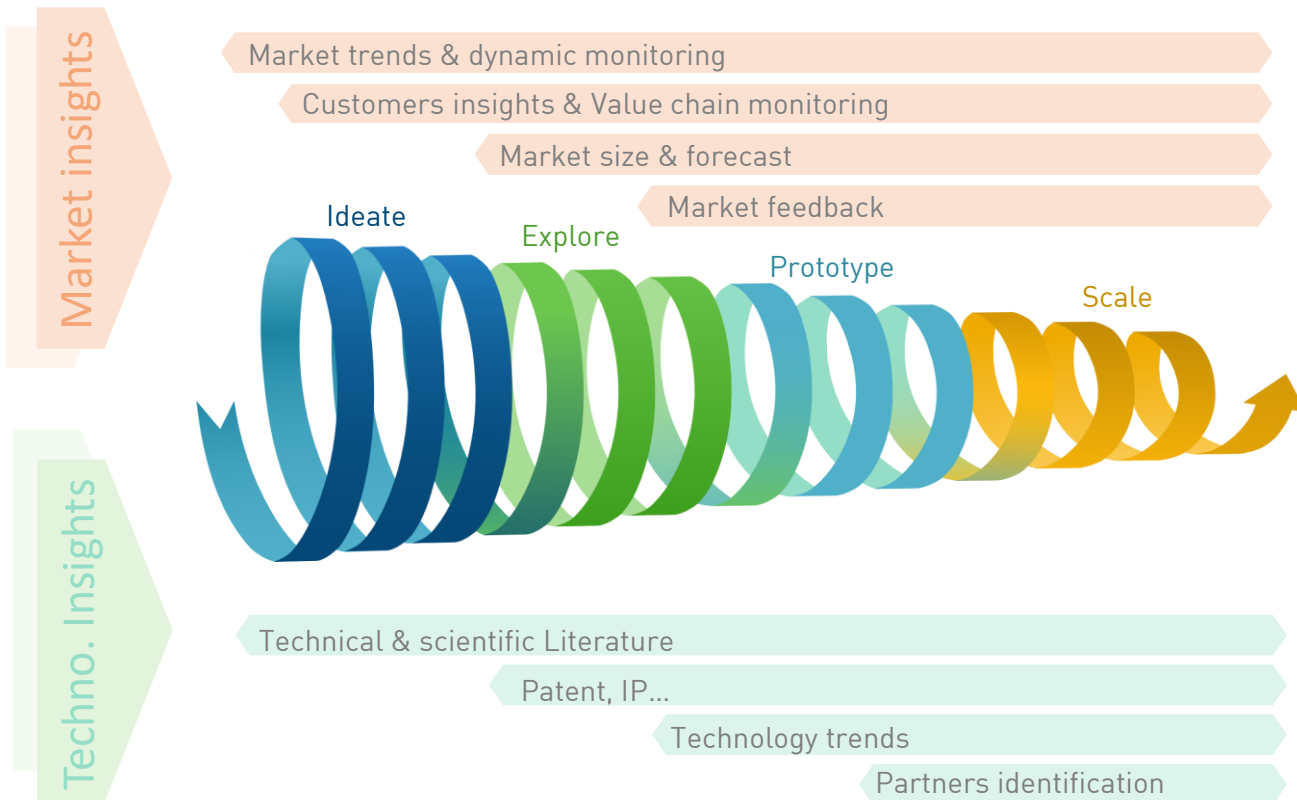


5 things that performing innovation organizations do well*



* Our observations

360° Insights-driven Innovation: Insights needed per stage



FAQS matrix

FACTS	ASSUMPTIONS
QUESTIONS	SURPRISES

A good integration of tools, people and process is key

ANALYTICAL SKILLS & PROCESSES



TOOLS & PREDICTIVE MODELS

SHARING PROCESSES



Assigned team

Project manager

Intelligence experts

Analysts

Automated
insights detection



Automated
broadcasting

Staff & Management



Recurring reports



Breaking news alerts



Personalized newsletters



Dashboards (SWOT...)

Analysis posting

Real-time dynamics on

Markets & Applications
Value Chains
Products & Technologies
Hot topics...

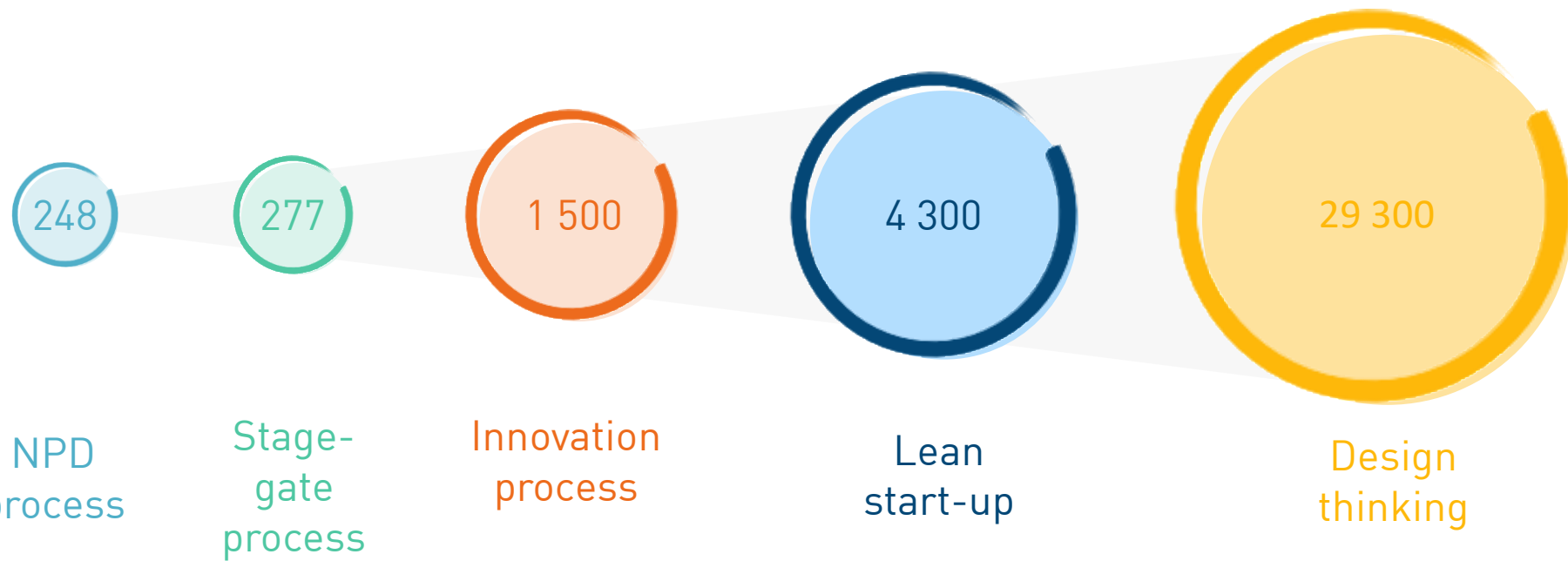
Contributions
& Comments

Market Dynamic monitoring:

- Stage gate and Innovation processes
- Sustainability

Popularity of “Innovation” and NPD processes

Number of documents posted in the medias* worldwide last 30 days



NPD/Stage gate and innovation processes

NPD/Stage-Gate processes



Where we talk about it

Innovation Processes



Where we talk about it

INNOVATION PROCESS



Access content in one click...



Why Innovation's Future Isn't (Just) Open

published on 11/05/20 at 15:08

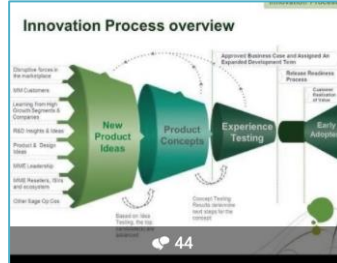
 mit.edu | 



How to improve the pace of your new product development process

published on 20/05/20 at 17:10

 supplychainquarter... | 



#Innovation *Process* Overview by
@ingliguori #Digital
#DigitalTransformation #Startup Cc:

published on 15/05/20 at 08:47

 @Ronald_vanLoon | 



The *Stage Gate* Process is often a mandatory part of large Governmental projects in many countries. Read the

published on 19/05/20 at 11:15

 @OnlinePMCourse... | 



The Importance of Innovation Management

published on 15/05/20 at 10:42

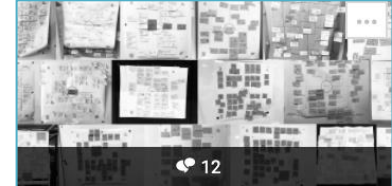
 medium.com | 



New Product Development Process

published on 28/04/20 at 10:22

 youtube.com | 



Different perspectives, united vision: How we enhance product innovation with the Product Field

published on 11/05/20 at 13:22

 medium.com | 



New Product Development Process in 8 Steps profiletree.com/new-product-de... #ProductDevelopment

published on 23/05/20 at 19:23

 @ProfileTreeDE | 

Sustainability: Protein Alternative

Fishmeal alternative

Goals & Scope

Monitor worldwide dynamics of Alternative Proteins

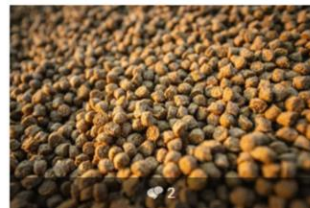
- Topics: Alternative Proteins
- Geography: Worldwide
- Languages: English
- Time frame: last 14 days (demo data)



Bluestar Adisseo Company
(@Adisseo), a leading company in *feed*
additives, and Calysta, a prominent

published on 31/03/20 at 09:17

 @FeedPlanetMag | 



**5 types of alternative proteins for
animal feeds: -Insects -Yeast
derivatives -Single-cell bacterial**

published on 02/03/20 at 23:30

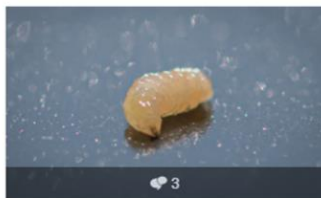
 @olivergburke | 



**Replacement of #fisheries-derived
#fishmeal with yeast-derived proteins
for #sustainableaquaculture in**

published on 27/03/20 at 06:00

 @FISH_CGIAR | 



**Thai Union turns to insects for fish
food**

published on 22/03/20 at 13:00

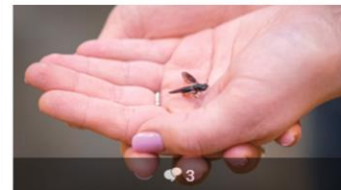
 aquaculturemag.co... | 



**Potential sources of single-cell protein
products**

published on 23/03/20 at 16:28

 aquaculturealliance... | 



Insects: Sustainable protein

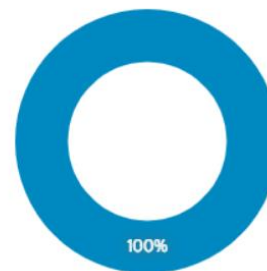
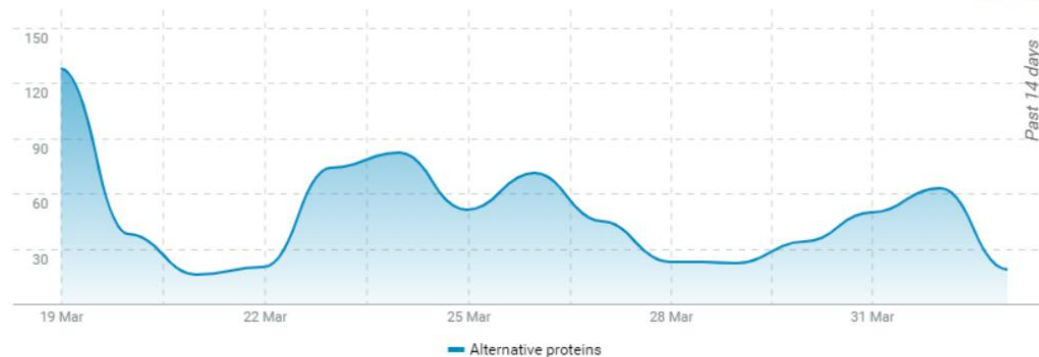
published on 02/03/20 at 12:31

 eolismagazine.ie | 

Track media/web activities per channel

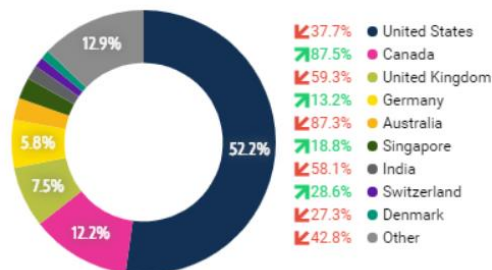
Alternative Proteins

Results **736**

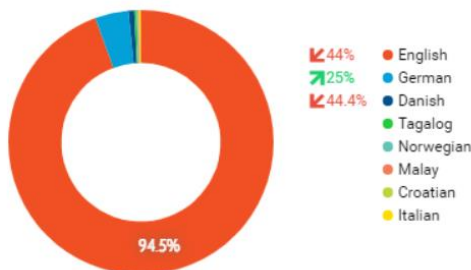


42.9% Alternative proteins

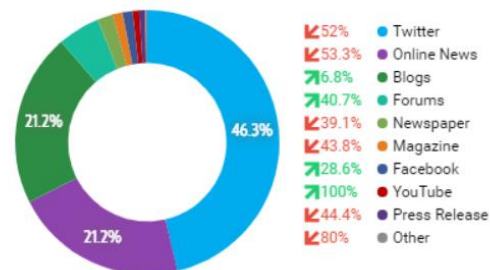
COUNTRIES MIX



LANGUAGES MIX



SHARE OF MEDIA TYPES



Track activities & dynamics per region or country

Alternative Proteins



animals
an Open Access Journal by MDPI

Insects: Alternative Protein Source for Animal Feed

Guest Editor
Prof. Laura Garcia

Deadline
28 February 2020

Special Issue

Welcome to READ - 30 papers in Special Issue #insects: *Alternative Protein Source for animal Feed**
published on 26/02/20 at 16:31

@Animals_MDPI | [🔗](#)

Field Notes – Replacement of fisheries-derived fishmeal with yeast-derived proteins for...
published on 20/03/20 at 02:55

[worldfishcenter.org](#) | [🔗](#)

Replacing fishmeal with plant protein in atlantic salmon (salmo salar) diets by supplementation with fish protein
published on 08/03/20 at 10:02

@microbe_article | [🔗](#)

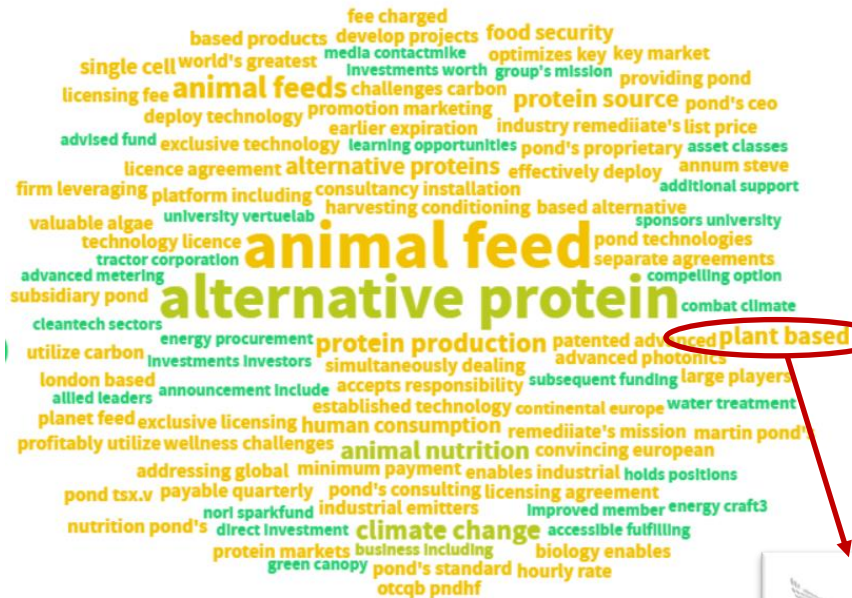
N/A

RT @minapoli_id: SCP-based protein meals have the potential to provide the industry a sustainable, renewable feed
published on 31/03/20 at 07:06

@tornsneck | [🔗](#)

Detect Trends, key topics, access content in 1 click

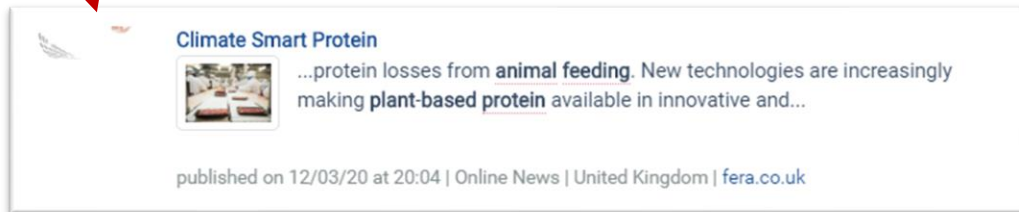
Alternative Proteins for Animal Feed



Themes



Hashtags

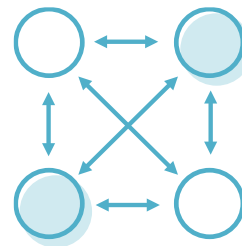




Opportunities detection at a stainless steel producer

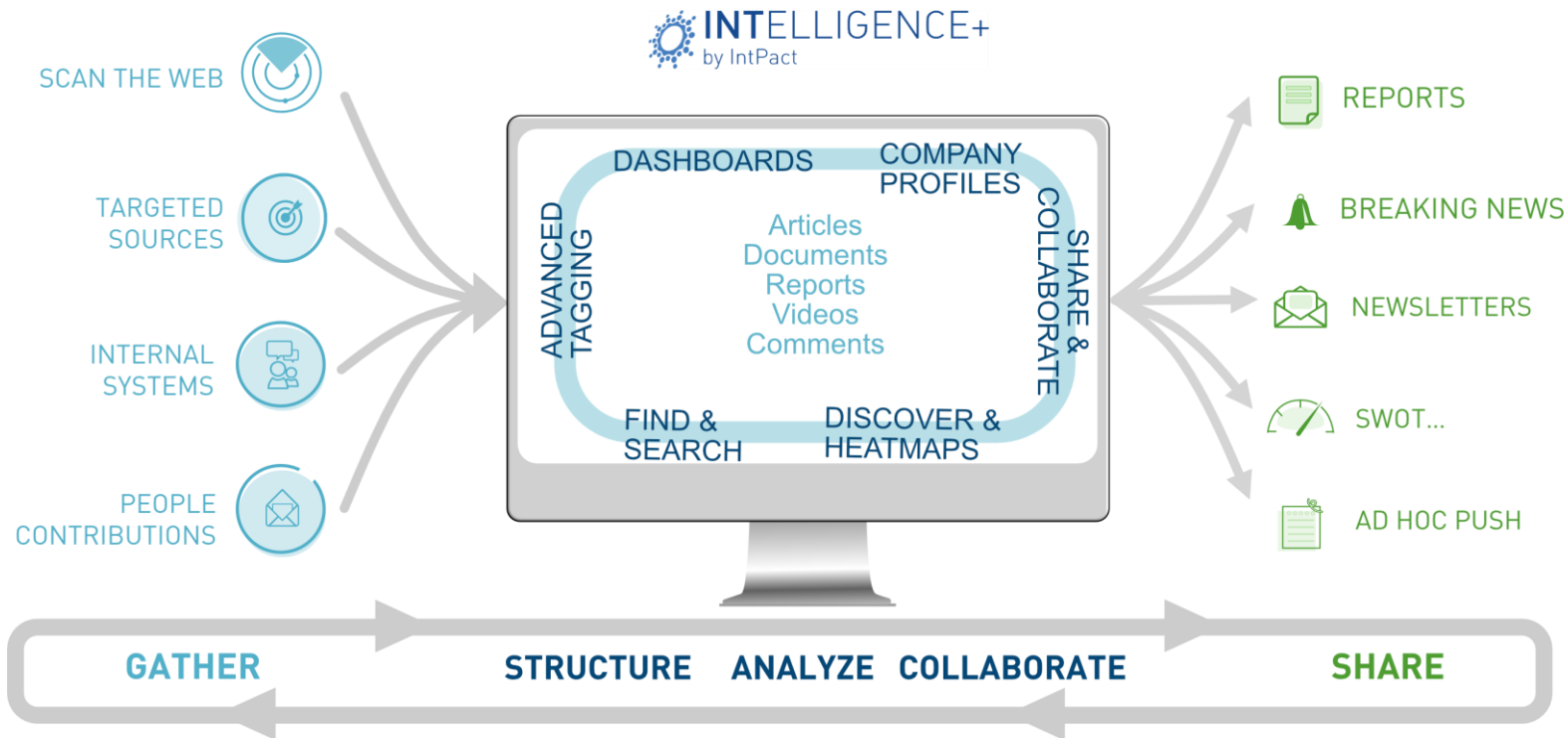


DETECT & TRACK
Trends & Opportunities

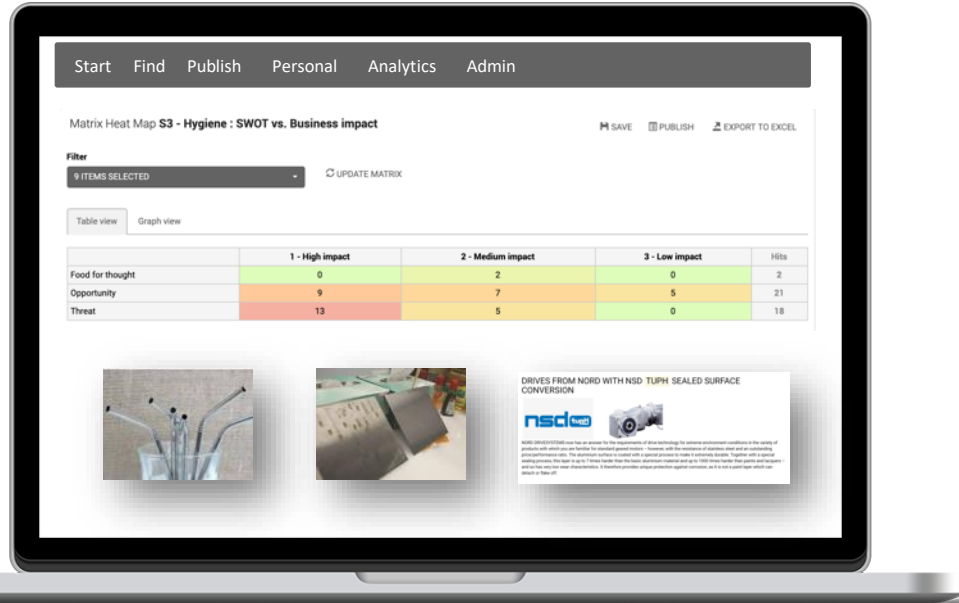


GET ONE PLATFORM
for all to foster
collaborations

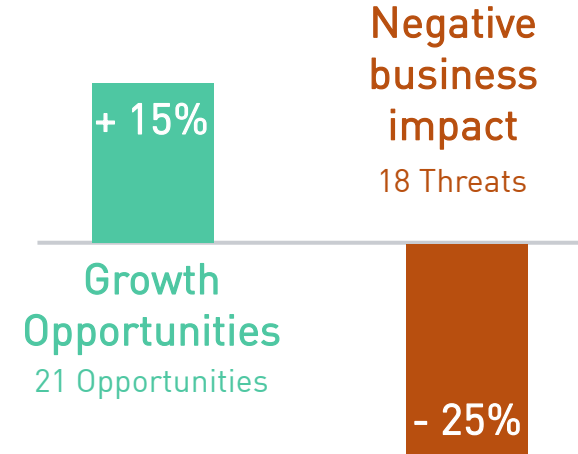
Hybrid Human/digital/AI eco-system



Numerous high impact business opportunities & threats detected after few months only



Matrix Heat Maps for Opportunities & threats



An integrated platform to detect and track market trends & insights

Trends
detector

Top & Latest
news & posts

Apps'
access

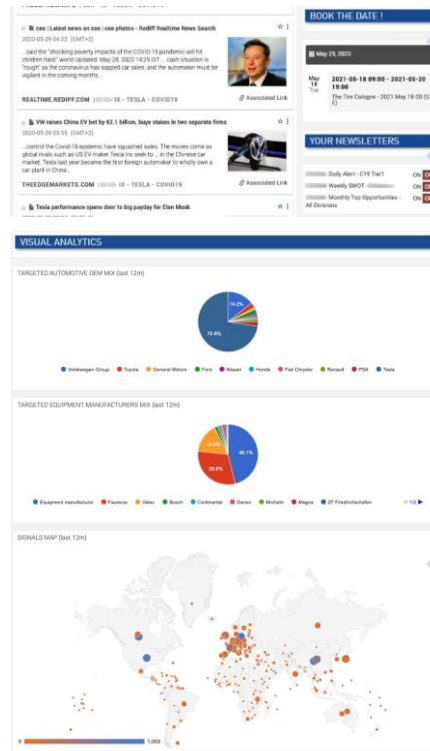
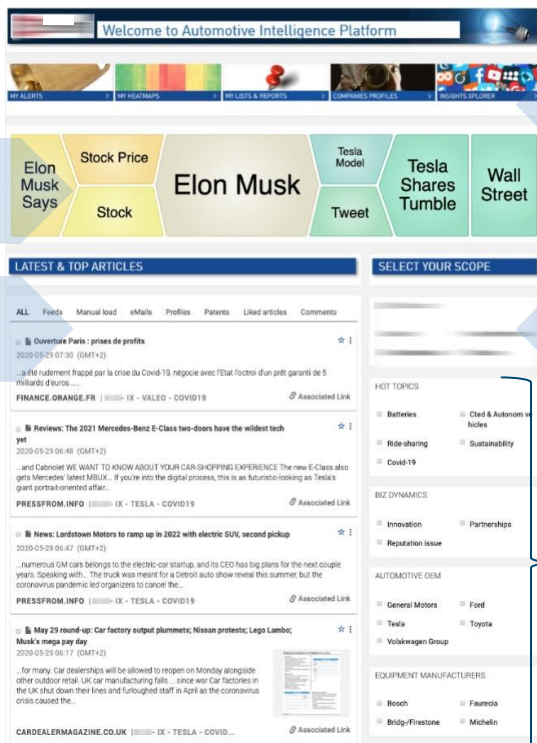
BUs
selector

Smart
Filters

Key events

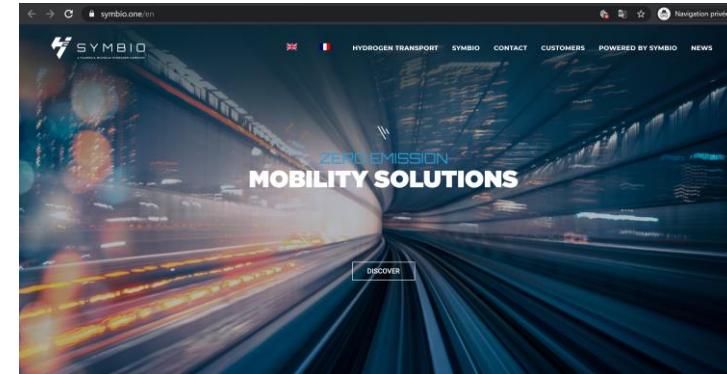
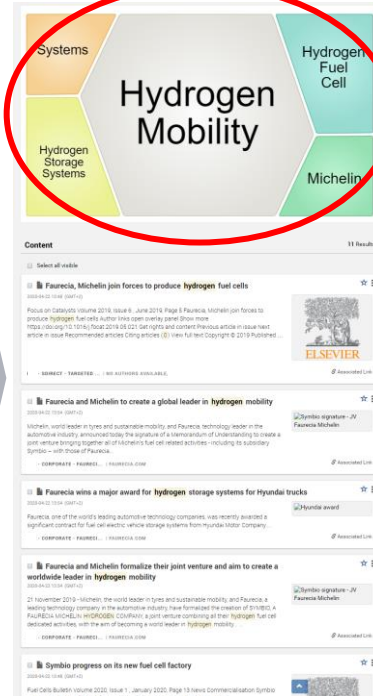
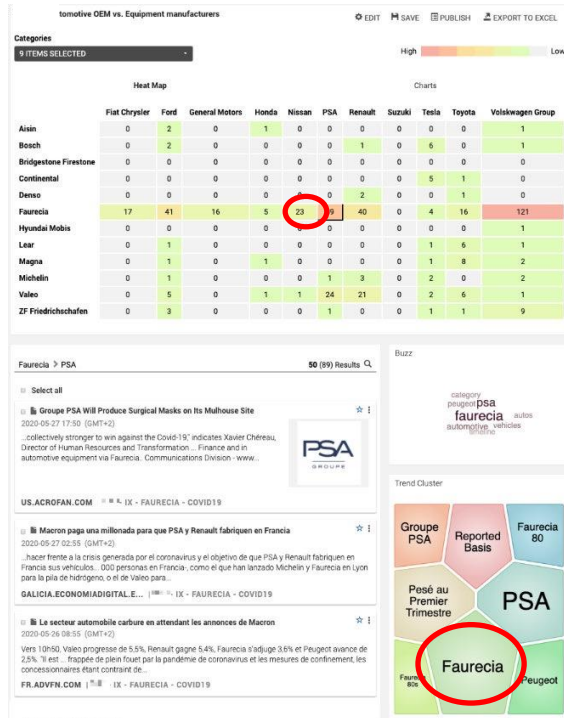
Newsletters
subscription

Interactive
analytics



Use advanced visualization tools to easily find and extract insights (HeatMaps...)

Detect hot / cold zones | Detect unexpected weak signals | Dynamic + Screenshots




Discover unexpected trends

Explore & Drill down, spot key articles

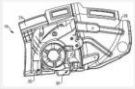


Content

☐ Select all visible


 **PATENT - OVERMOLDED BRACKETS FOR COMPOSITE SHOCK TOWER**
2020-04-23 06:46 (GMT+2)

A method of making a shock tower assembly includes forming a bracket from continuous fiber reinforced thermoplastic, where the bracket has a load bearing portion and an overmolded portion. The method further includes placing the bracket in an injection tool, injecting a polymer composite material into the injection tool to surround the and overmolded portion of the bracket, and removing a finished component from the injection tool, wherein the finished component comprises the load bearing portion of the bra...



Associated Link

PATENTS - FAURECIA | FAURECIA EMISSIONS CONTROL TECHNOLOGIES USA LLC [US]

 **PATENT - INTEGRATED COMPOSITE HYBRID SHOCK TOWER**
2020-04-23 06:46 (GMT+2)

A shock tower assembly includes a shock tower body comprised of a polymer composite material, at least one reinforcement member integrated into the shock tower body, and a wheel cover comprised of the polymer composite material and integrated into the shock tower body to form a single-piece component...

Associated Link

PATENTS - FAURECIA | FAURECIA EMISSIONS CONTROL TECHNOLOGIES USA LLC [US]

Start Find Publish Personal Usage Admin

Articles

Overview
2020-04-23 06:46 (GMT+2) 1 PATENTS - FAURECIA | FAURECIA EMISSIONS CONTROL...
🔍 (0) 🔍 (0)

PATENT - OVERMOLDED BRACKETS FOR COMPOSITE SHOCK TOWER

A method of making a shock tower assembly includes forming a bracket from continuous fiber reinforced thermoplastic, where the bracket has a load bearing portion and an overmolded portion. The method further includes placing the bracket in an injection tool, injecting a polymer composite material into the injection tool to surround the and overmolded portion of the bracket, and removing a finished component from the injection tool, wherein the finished component comprises the load bearing portion of the bra...

TITLE
US2019210655 (A1) - OVERMOLDED BRACKETS FOR COMPOSITE SHOCK TOWER

ID & DATE
Bibliographic data: US2019210655 (A1) - 2019-07-11

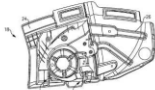
APPLICANT
FAURECIA EMISSIONS CONTROL TECHNOLOGIES USA LLC [US] (Faurecia Emissions Control Technologies, USA, LLC)

ABSTRACT
A method of making a shock tower assembly includes forming a bracket from continuous fiber reinforced thermoplastic, where the bracket has a load bearing portion and an overmolded portion. The method further includes placing the bracket in an injection tool, injecting a polymer composite material into the injection tool to surround the and overmolded portion of the bracket, and removing a finished component from the injection tool, wherein the finished component comprises the load bearing portion of the bracket extending outwardly from the finished component and the overmolded portion of the bracket that is surrounded by the polymer composite material.

INVENTORS
CAO YANG [CN] BEDMUTHA RANJAJ GHEVAICHAND [IN] MOREAU-GENTEN LOUIS [US] (Cao, Yang, Bedmutha, Ranjaj Ghevaichand, Moreau-Genten, Louis)

ESPACENET URL
https://worldwide.espacenet.com/publicationDetails/biblio?DB=EPODOC&I=2728ND=St&docref=us_EPRFT=US&date=20190711&CC=US&NR=2019210655A1&MC=A1

IMAGE URL
https://worldwide.espacenet.com/espacenetImage.jpg?file=/us2019210655A1/US2019210655A1_EPRFT=US&date=20190711&CC=US&NR=2019210655A1&MC=A1



Associated links
Associated Link

Get & Share insights

Anyone, anywhere, anytime (from & to)

B2B Interactions



Hello Team,
Faurecia is launching
this new solution for
lighter weight EV
avoiding the use of
standard materials at
tradeshow YYY. Any
opportunities in your
DIV?

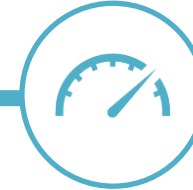


insights.XXX@intpact.com



Analyst
review

Good catch.
Thanks. See with
XXX he might have
solutions to
propose.

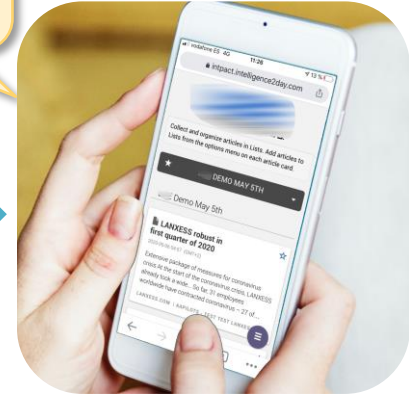


SWOT
per DIV

SHARE external & Internal
insights (images, documents,
thoughts, videos...)

Dynamic adjustments

Daily Business



GET personnalized alerts
& dashboards

COLLABORATE (rate,
comment,...)

Receive automated alerts (shared or personal)



Table of content

Direct link to the platform

From breaking news to monthly

Customizable sections



Daily Alert - C19 Tier1
2020-05-06

FAURECIA

- Domain Controller Market: Global Product Intelligence Study 2025
- Automotive Console Box Market Size, Share, Future Industry Projections
- Global Diesel Particulate Filter (DPF) Market Insights, Forecast to 2026
- Fiat-Chrysler affiche des pertes abyssales, mais est déterminé à bouclier...

VALEO

- Coronavirus Outbreak: Cargo Shipping Market Fights Back with Well-defined Business Strategies
- Covid-19 Weapons of War: Ventilators
- COVID-19 Impact Affects Automotive Autonomous Emergency Braking...
- Coronavirus Outbreak: Electric Scooter Market Fights Back with Well-defined...
- Global Racing Calipers Market Size, Share, Research Report During 2020 L...
- Auto suppliers writing playbooks to plan reopening
- ...for 1.5X Growth Through 2029, COVID-19 Presents Creates hurdles in Re...
- Impact of COVID-19 Outbreak on Side Market: Global Market Research Report...
- COVID-19 Impact
- COVID-19 Impact and Recovery Analysis | Automotive Heat Exchanger...

FAURECIA

[Domain Controller Market: Global Product Intelligence Study 2025](#)

2020-05-05 11:56 (GMT+2)

...2020-2026. The Section on the Impact of COVID-19 on this Market is Included in the Report for Free. A complete view of ... Multi Domain Controller Market Amidst COVID-19. The report on global multi domain controller market covers segments such as:

webnewswire.com | IX - Faurecia - Covid19

[Automotive Console Box Market Size, Share, Future Industry Projections & Forecast Report 2020-2025](#)

2020-05-05 11:22 (GMT+2)

It is essential to address the current outbreak of COVID-19 in the current market scenario. The complete shutdown in many ... report: Breakdown data in Chapter 3. Faurecia (France) Nihon Plast (Japan) Magneti Marelli (Italy) Flex-N-Gate (USA).....

techsite.io | IX - Faurecia - Covid19

VALEO

[Coronavirus Outbreak: Cargo Shipping Market Fights Back with Well-defined Business Strategies](#)

2020-05-04 20:31 (GMT+2)

May 4, 2020 10:40 AM ET Coronavirus Outbreak: Cargo Shipping Market Fights Back with Well-defined Business ... Electronics Siemens AG Autoliv Inc Valeo Mobylex Ficoso Internacional SA Smartmicro Xiamen Autostar Electronics CO...

icrowdnewswire.com | IX - Valeo - Covid19



[Covid-19 Weapons of War: Ventilators](#)

2020-05-04 14:46 (GMT+2)

Covid-19 Weapons of War: Ventilators 04-05-2020 Artificial respirators (or ... syndrome, which is the main complication of Covid-19. There was a very short supply of these respirators at the beginning of...

leadersleague.com | IX - Valeo - Covid19



[COVID-19 Impact Affects Automotive Autonomous Emergency Braking...](#)

2020-05-05 09:21 (GMT+2)

May 5, 2020 5:22 AM ET COVID-19 Impact Affects Automotive Autonomous Emergency Braking System (Aeb) Market ... 740 1245 Fortune Business Insights™ COVID-19 Impact Affects Automotive Autonomous Emergency Braking System (Aeb) Market...

icrowdnewswire.com | IX - Valeo - Covid19



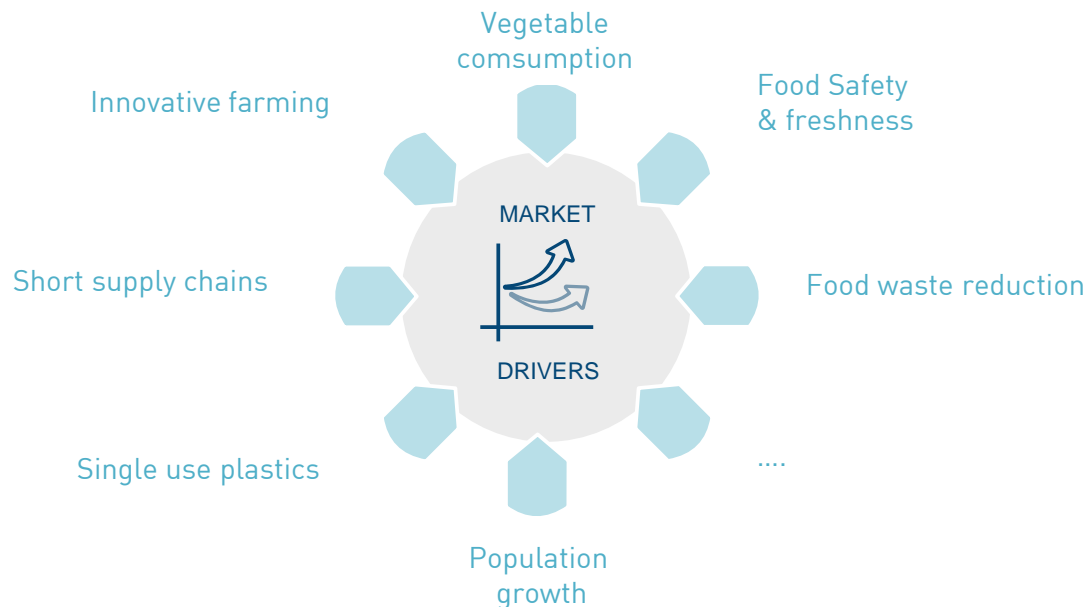


Market forecast in fast moving value chains

Monitor & forecast vegetable production & consumption to understand and anticipate films demand

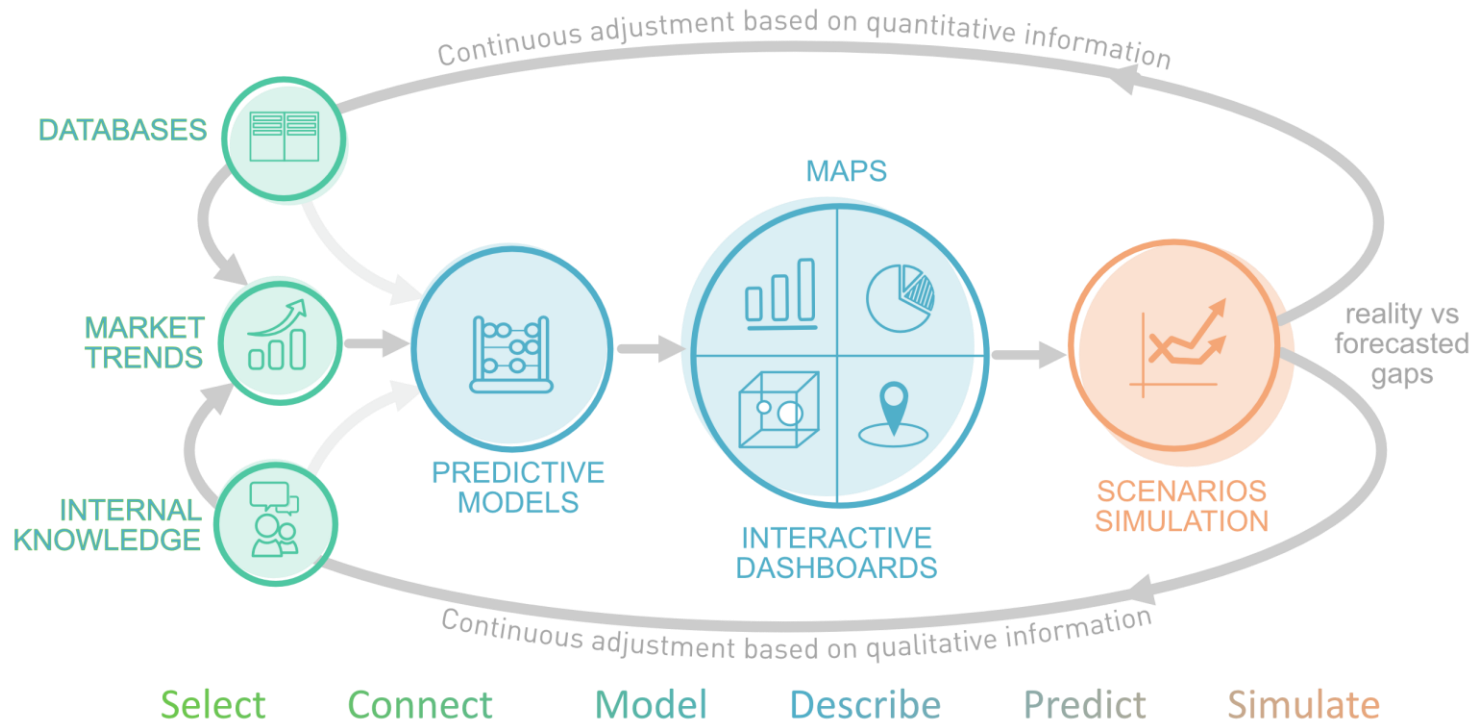
- Geography: USA
- Time frame: 2019 execution (period: 2012-2024)
- Special focus on innovative farming, and negative impact on film demand

From Client briefing to dynamics mapping



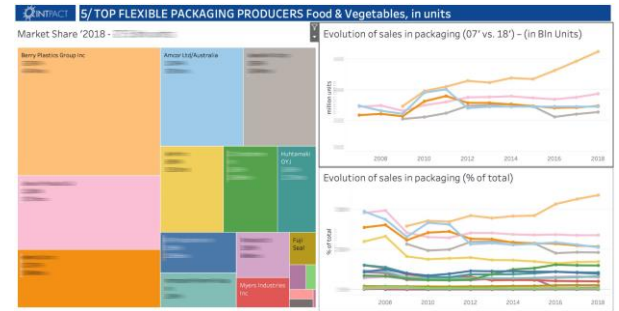
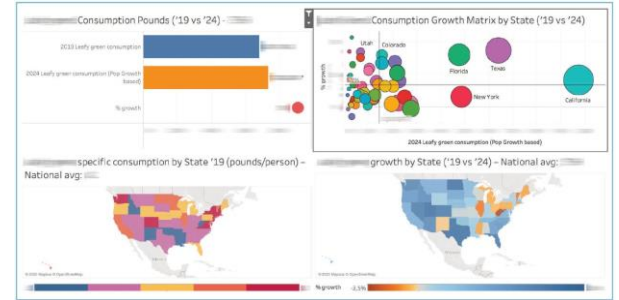
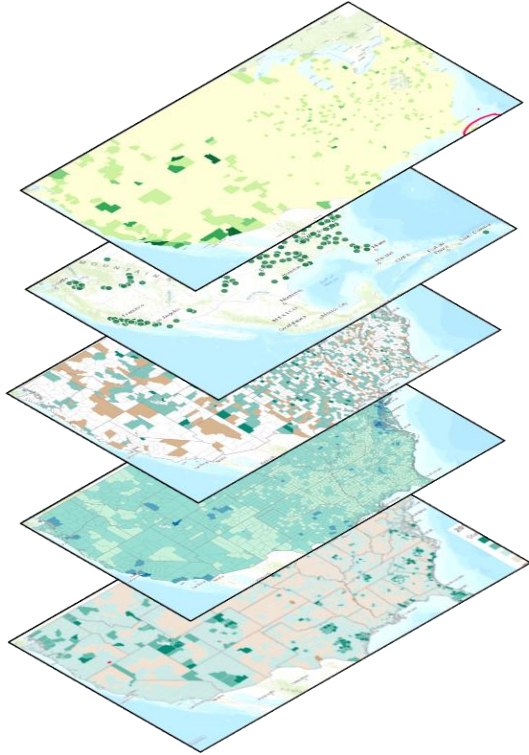
Why?
Where?
When?
How?
How much?
Who?
Tomorrow?

From data to scenarios simulation



From data to interactive dashboards

Growers
Food Processors
Retail
Consumption
Technologies



Takeaways to become insights driven



Mindset first

Invest more in intelligence and in structuring your knowledge

all across the innovation project life cycle

Work on Tools, Skills and Process

to gain on speed and efficiency (automate recurring cognitive tasks)

Leverage digital market intelligence eco-systems

Easy to implement - No extra resources - No IT infrastructure

Your contacts to accelerate your growth

Share your specific business need

Share your transformation ambition

Get a free demo for inspiration



Laurence Joly

Business Development



l.joly@intpact.com



+ 33 6 29 75 91 58



Connect on LinkedIn



Raphaël Mestanza

co-CEO



r.mestanza@intpact.com



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