

# Business Model Innovation at CREAX

## Case study



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Atlas Copco



BARRY CALLEBAUT



arcelor



InBev

PHILIPS



Linde



BARCO

DOUWE EGBERTS



2010

CREAX  
creativity for innovation

for comfort

ALLEY

IE

Santens

BETAFENCE



L'ORÉAL

Rhodia



Johnson & Johnson



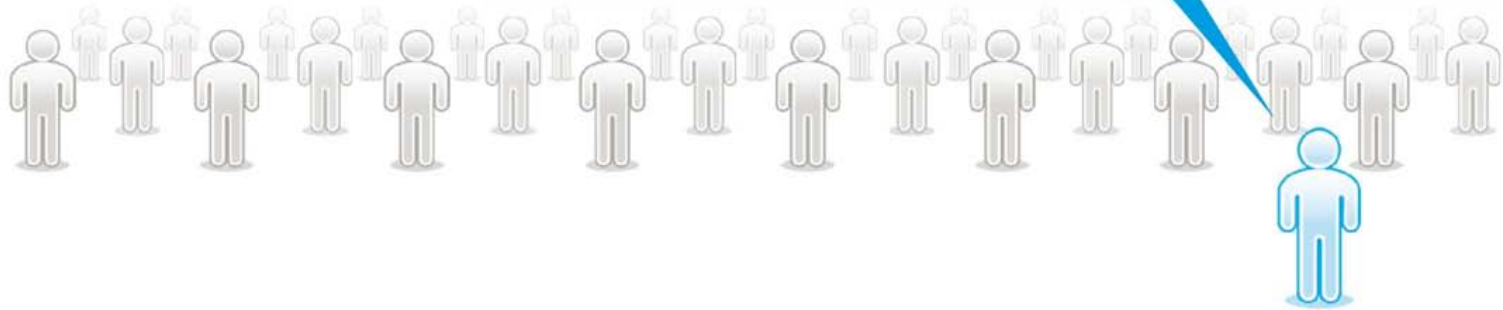
GOODYEAR



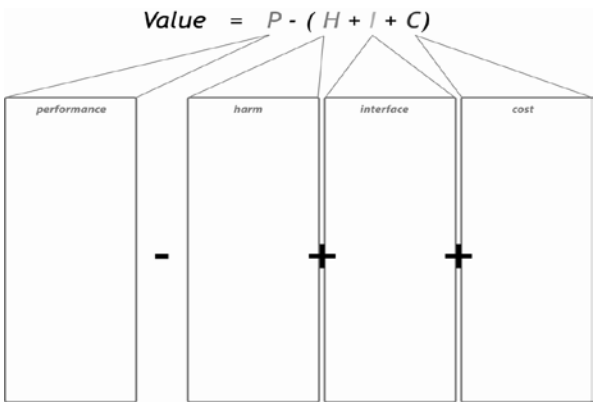
Carta Mundi

sappi

Somewhere, someone already solved your problem



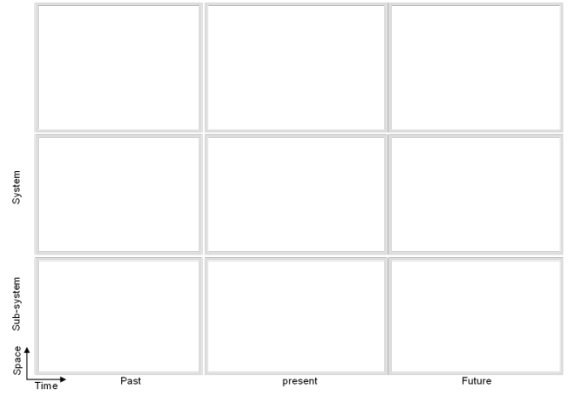
1



### Value Equation

A formula for innovation

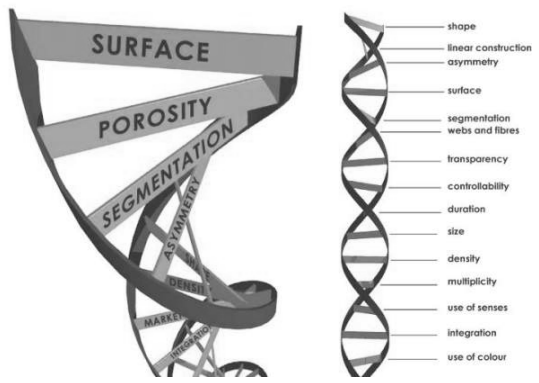
2



### 9 Windows

Out of the box in space & time

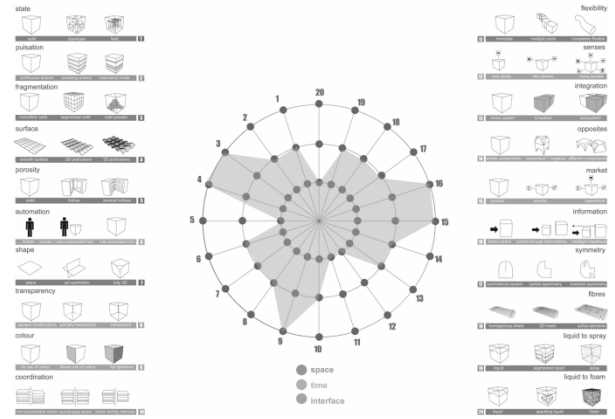
3



### Product DNA

Analogies with other domains

4



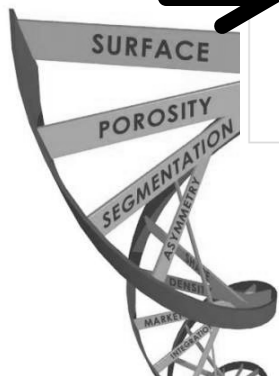
### Variations

What do I change? What do I gain?

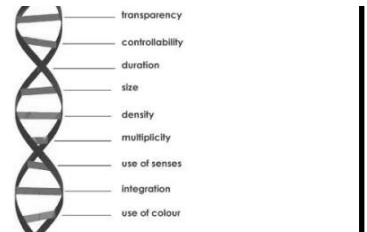


	Number	Title	Published	Applicant
	GB952443A	Improvements in or relating to a method of preparing a bag of rice or the like for cooking	18/03/1964	GEN FOODS CORP
	JP52003873A	Continuous automatic rice boiling apparatus for boiled rice packaged in bag	12/01/1977	MIZUTANI TAKEO
	JP52061569A	Containing device unhusked rice bag in combine	21/05/1977	ISEKI AGRICULT MACH
	JP52061570A	Containing device unhusked rice bag in combine	21/05/1977	ISEKI AGRICULT MACH
	JP52154748A	Discharging device for unhusked rice bag in combine	22/12/1977	ISEKI AGRICULT MACH
	JP55084705A	Device for transporting bag of unhusked rice	26/06/1980	ISEKI AGRICULT MACH
	JP55114229A	Rice hulls bag supporting apparatus	3/09/1980	ISEKI AGRICULT MACH
	JP56002854A	Method of washing rice and rice bag for washing rice	13/01/1981	MIKAMI IKUO
	JP56051959A	Production of boiled rice	9/05/1981	OSAKA GAS CO LTD
	JP57028760A	Bag for unhulled rice	16/02/1982	ISEKI AGRICULT MACH
	JP57116760A	Production of boiled rice formed in bag	23/07/1982	TSUJIMOTO SOUICHIROU
	JP5801818A	Rice hull bag holding apparatus of thresher	26/03/1983	ISEKI AGRICULT MACH
	JP59016470A	Bag for rice ball containing laver	10/02/1984	DENKI KOJI NISHIKAWAGUMI KK
	JP60116429A	Automatic delivery method of hulled rice bag in hulled rice filling apparatus	10/06/1985	SATO ZOKI CO LTD
	JP60216696A	Movable type herring base for unhulled rice bag	25/10/1985	ISEKI AGRICULT MACH
	JP62119050A	Rice		
	JP63116946A	Me		

**3**



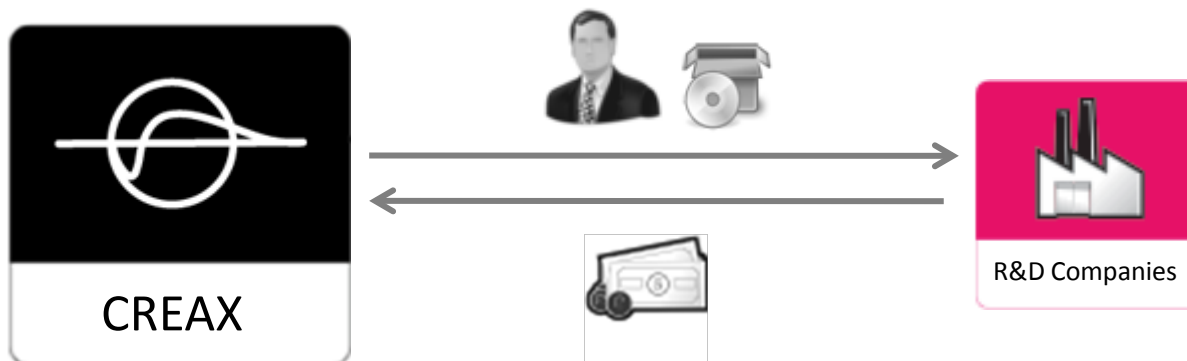
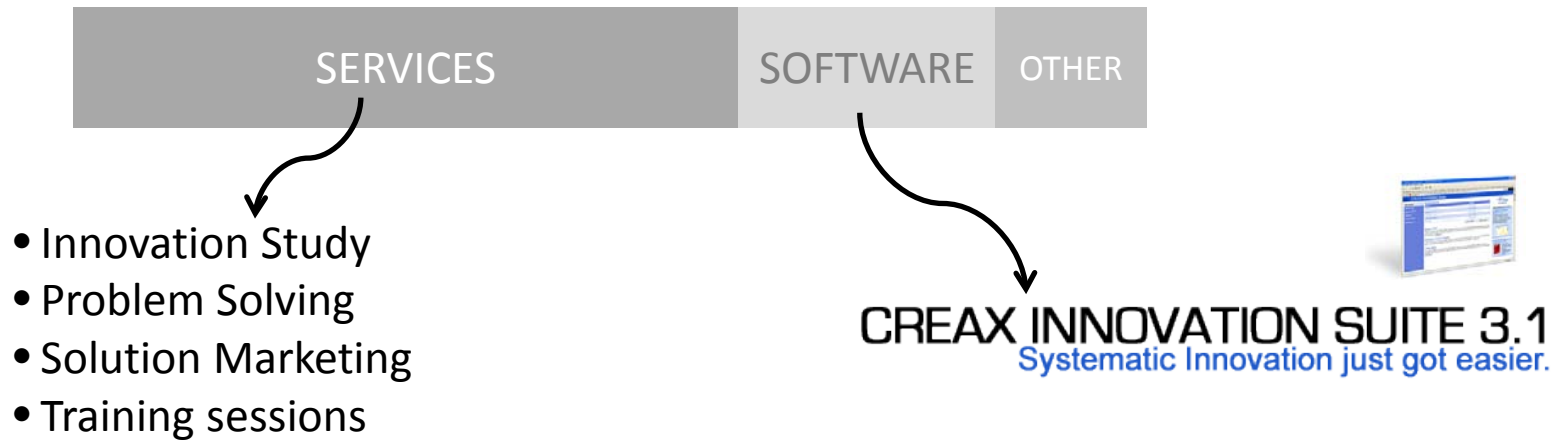
additive	■	first	■	other	■	single	■
aseptic	■	flexible	■	outside	■	small	■
big	■	inner	■	permeable	■	straw	■
breathable	■	large	■	rectangular	■	unhulled	■
excellent	■	netted	■	resistant	■	upper	■

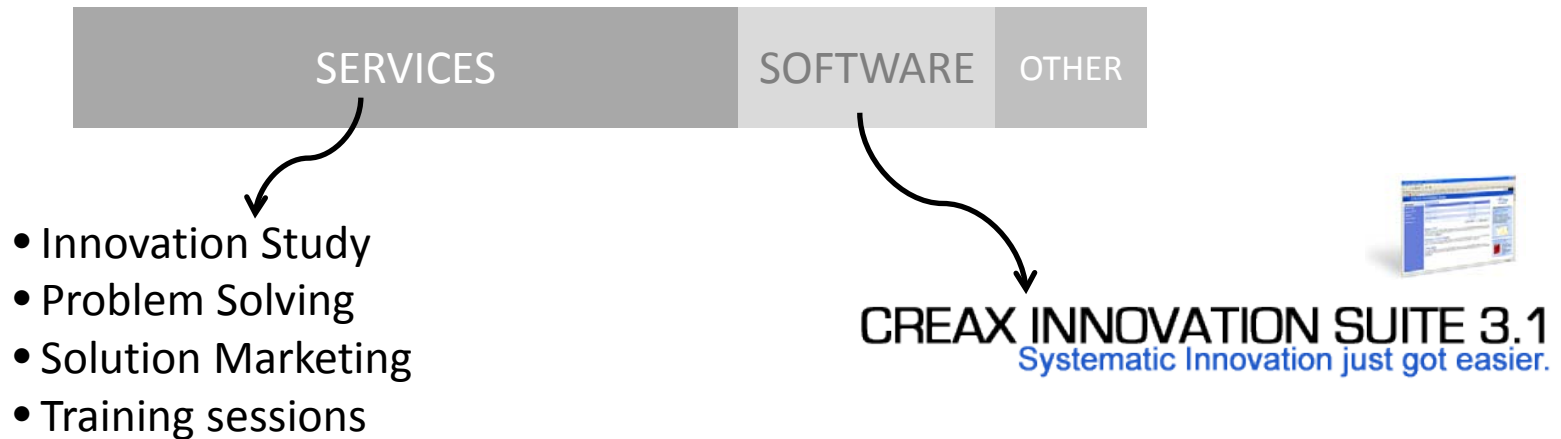


**Product DNA**

Analogies with other domains







## Business challenges

- 1. Sustainable**  
More projects = more engineers needed. Low leverage.
- 2. Size & geography**  
Only limited amount of large R&D Companies in 200km radius
- 3. Feedback loop**  
Low degree of client feedback

## Software challenges

- 1. Time to market**  
Standalone software on CDROM with slow release cycle
- 2. Unauthorized use**  
Single license key used many times in companies
- 3. Cracking**

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[www.infinetwarez.com/creax+innovation+suite+crack-crack-serial-keygen-torrent-rapidshare-free-full-warez-download.ht...](http://www.infinetwarez.com/creax+innovation+suite+crack-crack-serial-keygen-torrent-rapidshare-free-full-warez-download.ht...) - In cache - Vergelijkbaar

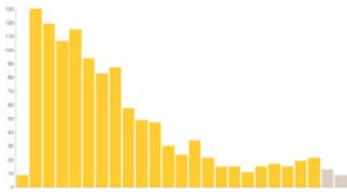


- **Software coaching**
- **Innovation Study**
- **Problem Solving**
- **Solution Marketing**

## SAAS Software

**Accelerate your R&D-process**

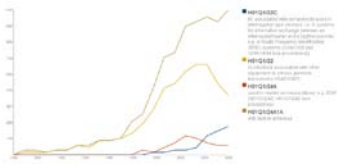
Use our advanced web-based software to support your innovation process and obtain competitive intelligence in much greater detail than other tools have done so far.



What is the activity in domain X?



Where is my competitor?



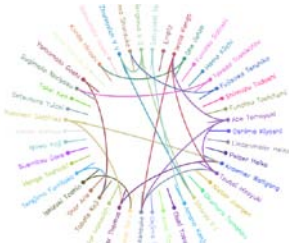
Which technologies are booming?



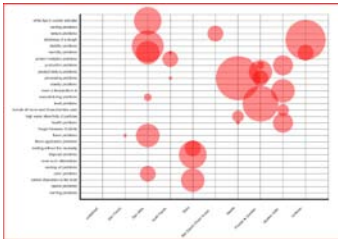
Which solutions exist?

Abk Tomoyuki - Amano Kenji - Dikarev Viktor Ivanovich - Fischer Thomas - Fujikawa Teruhiko - Furutaba Satoshi - Furutaba Toshifumi - Hama Kiechi - Hongo Toshitaki - Igawa Koji - Inuzaki Toshiro - Inoue Takashi - Iwata Kenjiro - Kondo Hiroshi - Koyama Shunroku - Kuwamura Shigeharu - Lenz Martin - Linsenmeier Heide - Maesker Henning - Matsumoto Isaoji - Matsunori Sven - Murata Kintokuji - Nestler Juergen - Ohe Junzo - Oishi Yasuyuki - Kumura Tomohiro - Oshino Kiyoshi - Peter Heiko - Reul Bernhard - Rueckerl Gotfried - Sanyoshi Tsutomu - Sergeeva Valentina Georgievna - Setohara Yutshi - Shimazu Tadashi - Sudo Arie - Suemitsu Oiro - Sugimoto Naoyasu - Takata Koji - Takada Tomohiko - Tatemura Kenji - Terama Fumitaka - Tsuboi Hiroyuki - Uejima Takahiro - Vestler Markus - Yamada Tomoyuki - Yamamoto Goishi - Zelenkov Dmitry Vacheslavovich - Zelenkov Vacheslav Adalnovich - Zelenkov Vladimirovich

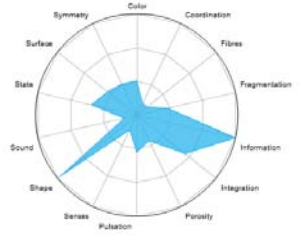
Who is expert in the area of X?



Who should work together?



Who works on which problems?



What is my innovation potential?



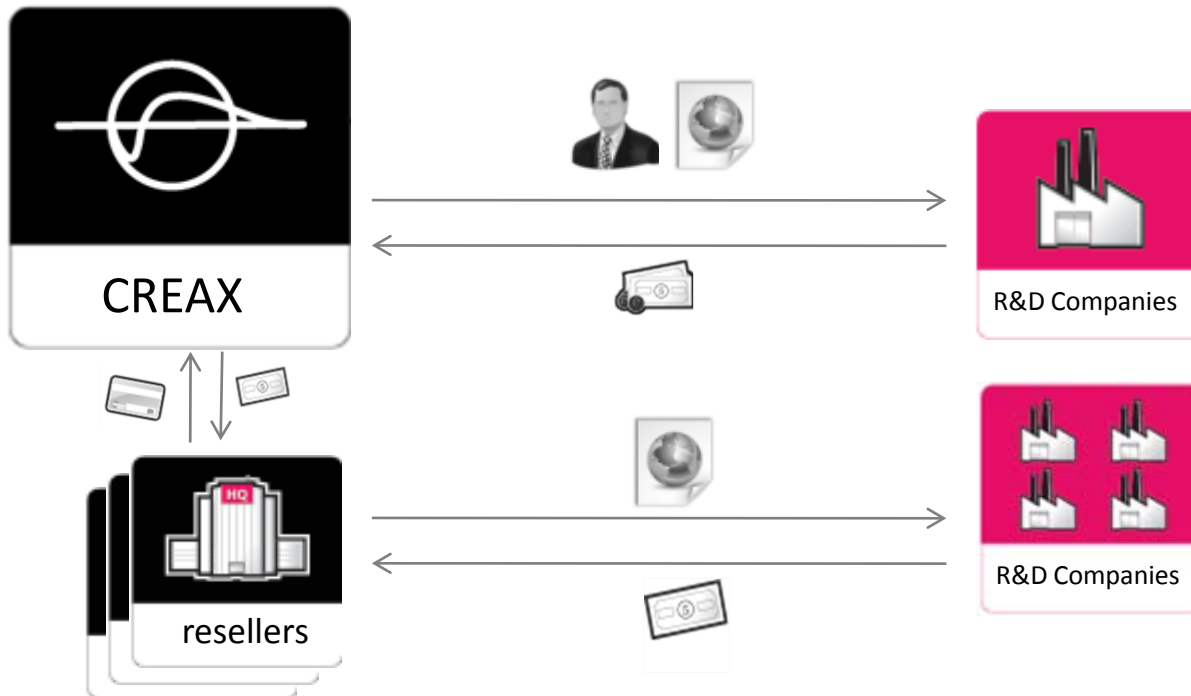


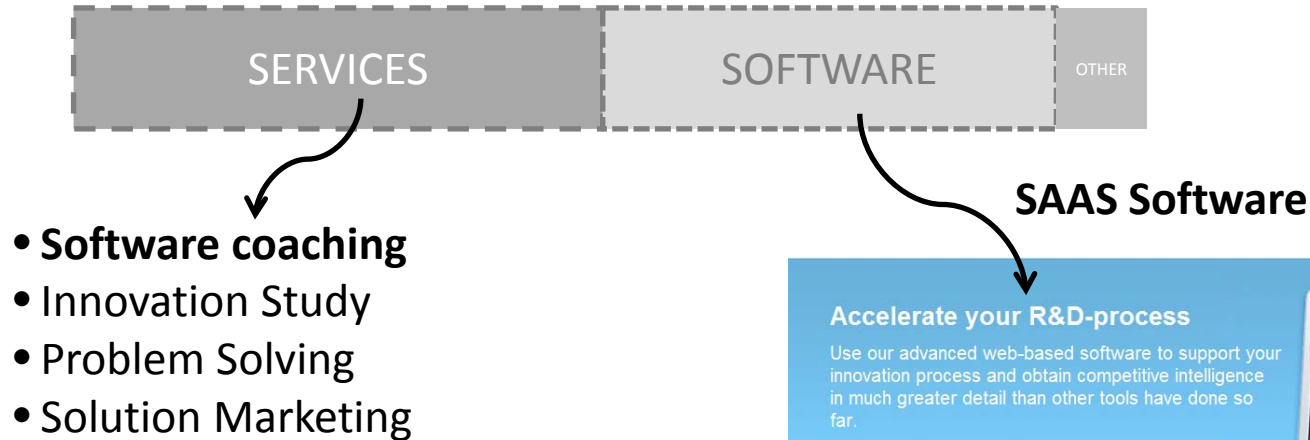
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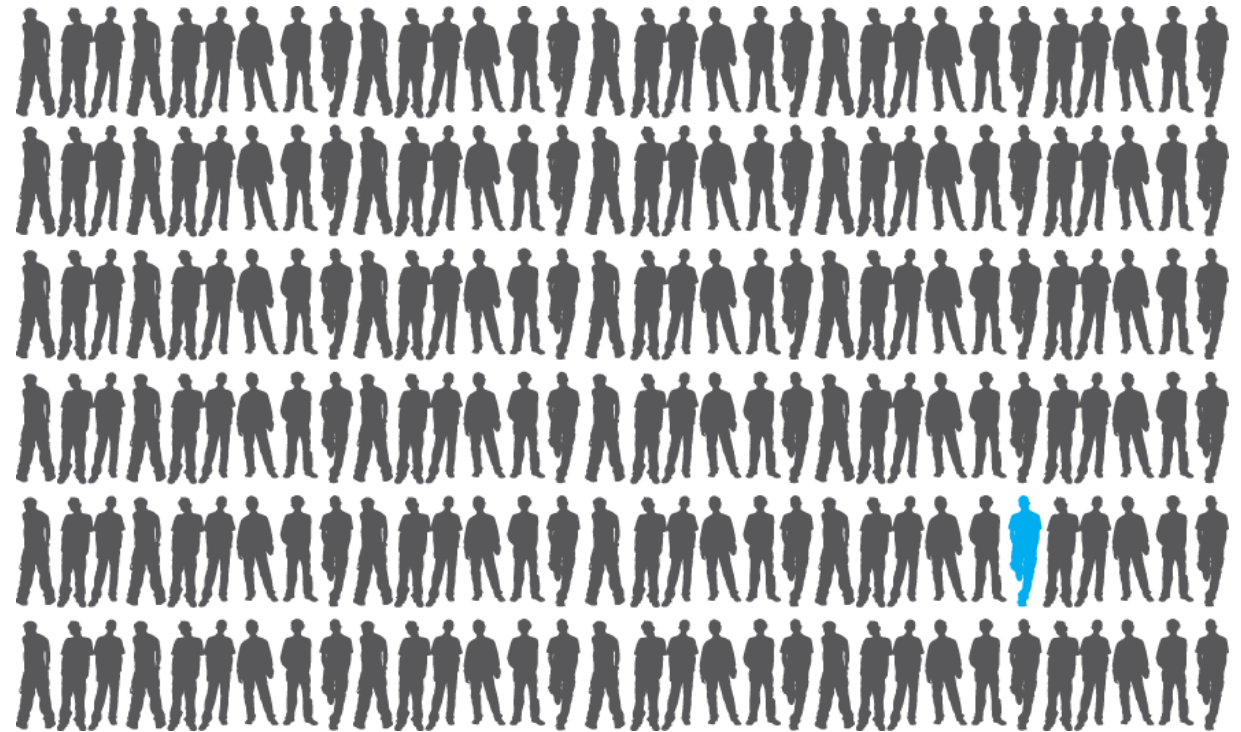
## Business challenges

- ✓ **Fits smaller budgets**  
Eg. SMEs with R&D departments
- ✓ **Leverage model**  
Develop once, sell everywhere
- ✓ **Increasingly web based**  
Software use / e learning / business development
- ✓ **Tighter feedback loop**  
Valuable feedback from clients

## Software challenges

- ✓ **Fixed + per use model**  
1 yr subscription with fixed amount of credits, using advanced licensing and reporting
- ✓ **Very short release cycles**  
Launch new version every 2 weeks (SCRUM)
- ✓ **Cloud computing**  
Amazon EC2 allows us to grow or shrink when needed





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