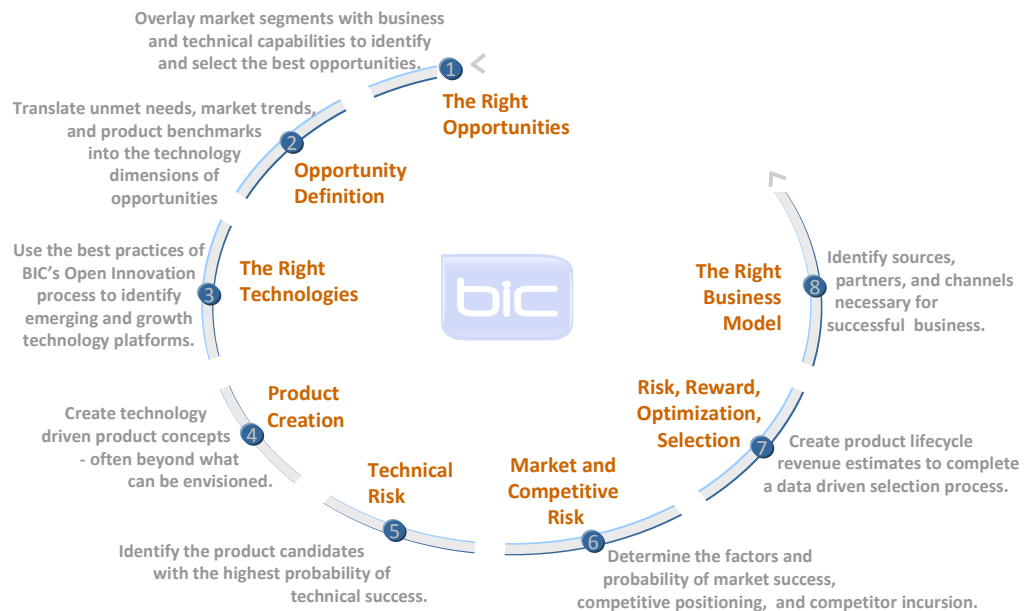


Profile for Business Innovation Consulting

Services BIC specializes in five services to deliver value to our clients...

1. **Opportunity Identification:** Find new business opportunities to achieve growth.
2. **Concept Development:** Create a pipeline of game-changing products based on business and technical realities.
3. **Technology Sourcing:** Find, assess, and source next generation product technologies.
4. **Portfolio Assessment:** Focus investments on the right products and technologies.
5. **Roadmapping:** Determine the technologies, products, and business models that will win in the near, mid, and long term.

Results are delivered by applying the appropriate modules from BIC's 8 Module Solutions-Driven Process™. The methodology is applicable to all industries that develop products and services.



BIC's 8 module process is comprehensive...linking all key tasks at the front-end of product development. It is ideally suited to crossing industry boundaries to bring out the best revenue generating technologies and products each has to offer. It is also ideally suited to cross internal corporate boundaries between marketing, R&D, and commercial partners.

Each of the 8 modules is designed to be self-contained...fully addressing a specific need within the overall process. Our modular approach allows the flexibility to address targeted client issues.

Industries and Representative Clients

BIC addresses four industries...

1. **Consumer Products**
2. **Food & Beverage**
3. **Healthcare & MedTech Products**
4. **Industrial Products**

Industries	Representative Clients	Recent Assignments	Applications
Consumer Products	Colgate	<ul style="list-style-type: none"> • Oral Care • Personal Care • Home Care 	<ul style="list-style-type: none"> • Concept Development • Portfolio Assessment • Technology Sourcing • Roadmapping
Food & Beverage (Nutrition)	Abbott PepsiCo	<ul style="list-style-type: none"> • Nutrition • Good-for-You Beverages • Woman's Life Stage Products 	<ul style="list-style-type: none"> • Opportunity Identification • Concept Development • Portfolio Assessment
Healthcare & Medtech	Bayer Johnson & Johnson	<ul style="list-style-type: none"> • Minor Wound Care • Joint & Muscle Pain • Healthcare Products & Services 	<ul style="list-style-type: none"> • Opportunity Identification • Concept Development • Portfolio Assessment • Technology Sourcing
Industrial Products	Battelle Iveco	<ul style="list-style-type: none"> • Fuel Cells • Auxiliary Power Units 	<ul style="list-style-type: none"> • Roadmapping • Technology Sourcing

BIC's strength is at the intersection of business and technology - So BIC focuses on industries and firms that...

- Want to create new adjacent business or grow evergreen business
- Continuously introduce differentiated new products in order to compete
- Have the primary responsibility for incorporating next generation technologies into new products

Can benefit from cross-over technologies from other industries/product categories, or the convergence of technologies; chemical, electrical/electronic, & mechanical

The BIC Difference

Though all credible competing methodologies account for customer needs and technology, BIC's process stands out by producing market-driven results that reveal the boundaries of what is technically possible and achievable... for true competitive advantage. BIC's approach answers the four questions:

- What is needed?
- What is possible?
- What is profitable?
- What is feasible?

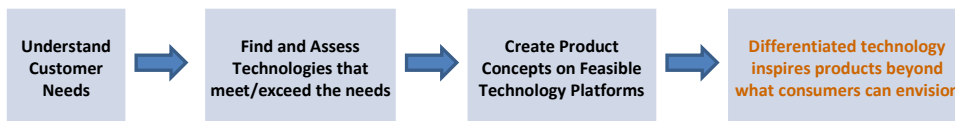
Conventional Product Development Approach



BIC Approach:

Product Concepts spawned from market-driven technology platforms

BIC Advantage



Success Story: Opportunity Identification

Find new business opportunities to achieve growth

Client: Our client, a leading global food and beverage company, is listed among the Fortune 100. The R&D group was given the responsibility to create a new category of good-for-you-beverages.

Challenge: Define a category of beverages targeted to Boomer women that could be launched in 2 years.

Results: Analyzed market need, technical possibilities, and competitive landscape to define two opportunity zones for boomer women beverages;

- 1) hot flashes/night sweat, and
- 2) bone/joint health.

	Key Criteria Question	Considerations
Market Need	Is there a significant need?	Prevalence of condition Severity of the problem
Technical Possibility	Is it possible to deliver on a compelling claim?	Clinical Trials Quality of Science Products Promoted
Competitive Opportunity	Could an opportunity exist for a new product?	Competing Food and Beverages Competing Alternative Remedies

Client Comment: "I appreciate BIC's methodical approach, technical savvy and being able to cross reference between different industries to inspire innovative ideas. I hold very high regard to the BIC team - a great partner to drive Innovation!"
 Manager, Innovation, R&D

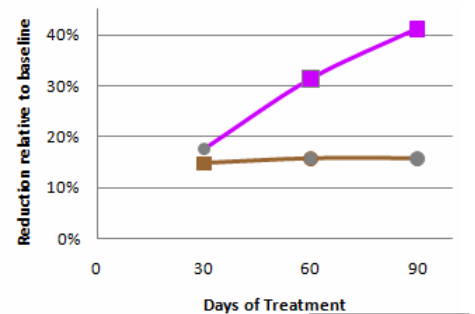
Success Story: Technology Sourcing

Find, assess, and source next generation product technologies

Client: Our client, a leading global healthcare products company, is listed among the Global Fortune 200. The Global Innovation and New Technology Group has responsibility for delivering next generation products in 2 to 5 years.

Challenge: Find a feasible and available supplement that provides the competitive advantage of short-term pain relief when added to the client's present joint pain relief product.

Results: BIC found three supplements meeting our client's criteria for short term pain relief at low dosage ...the ultimate selection dependent upon the terms our client could negotiate with the suppliers.



Key	
Colored markers	are statistically significant, p < .05 or better
Gray circles	are data points with p > .05

Client Comment: "BIC's process serves as a model as to how a new category can be developed." Vice President, Consumer Wellness

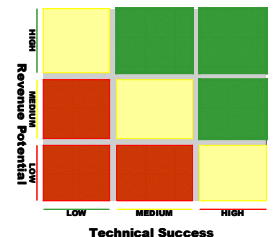
Success Story: Portfolio Assessment

Focus investments on the right products and technologies

Client: Our client, a leading global consumer products company and industry leader in Personal Care and Home Care, is listed in the Fortune 200. The External Innovation Group is responsible for finding the right technologies to drive competitive and game-changing new products.

Challenge: Based on an extensive inventory of technologies, identify the highest value platforms to pursue and quantify risk and reward.

Results: Identified 10 technically feasible and market relevant technology platforms offering high value. Created a portfolio of innovative product concepts to illustrate the economic and market transforming potential of the technologies.



Client Comment: "Our worst nightmare is to be caught by surprise by a competitor and running to catch up. BIC provided us with a more accurate picture of the outside world... something we are not resourced to do." Worldwide Director, Advanced Technology

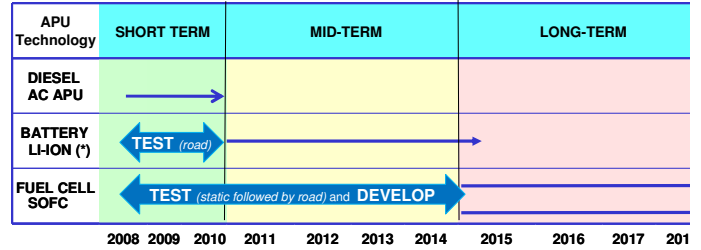
**Success Story:
Roadmapping**

Determine the technologies, products, and business models that will win in the near, mid, and long term.

Client: Our client, a leading medium and heavy truck company, is a division of a global automotive corporation. The corporation is ranked among the Global Fortune 100.

Challenge: Determine the best Auxiliary Power Unit (APU) technology solutions to be applied to the next generation heavy duty trucks with two main objectives: 1) product differentiation to meet key customer requirements, and 2) enhance the client’s innovation image. The APU technology was required to meet specified targets for output, environmental friendliness, integration with the vehicle, and user friendliness.

Results: BIC identified and assessed the best APU technology for our client’s vehicle launch time frame. BIC also identified the best sources and assisted with early negotiations for test and development arrangements.



Client Comment: “After working with BIC, I have found that the BIC innovation process bridges the gap between having information and getting results.” Research Scientist, Battelle

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