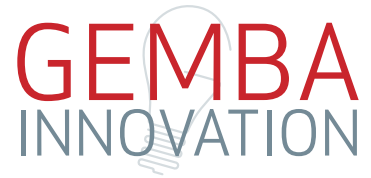


Stage-Gate® Next Generation



Stage-Gate® is the among the most used and recognized business processes for managing product development and innovation. More than 70 percent of leading US companies have Stage-Gate® implemented, and its documented that companies using Stage-Gate® have a better performance on many relevant parameters compared to companies without Stage-Gate (www.prod-dev.com/stage-gate.php).

GEMBA Innovation represents Stage-Gate® in Denmark and is the exclusive partner with the creator of Stage-Gate®, Dr. Robert G. Cooper. Together, we have developed **Stage-Gate® Next Generation®** based on years of experience from companies' use of Stage-Gate® internationally.'

Stage-Gate® Next Generation is for companies that have Stage-Gate® implemented and wish to take the process to next step to ensure faster throughput and a more flexible and adaptive way of working.

What is the Stage-Gate® Next Generation?

Stage-Gate® Next Generation consists of:

- 1. An upgraded discovery stage**, used more widely across the organization - combined with self-filtering of ideas in local mini-gates. Based on inspiration from 'Everyday Innovation' the goal is to get a broader involvement of people in the innovation process, such as spotting needs and get more and better ideas – as well as screening own ideas locally before they meet Gate 1.
- 2. An agile project model** that teams can use between gate meetings to work faster and iterative between phases, inspired by Agile Project Management (APM) and Scrum. The goal is to ensure an intense process, faster throughput and more focus on output / deliverable in relation to the user needs.
- 3. Gate meetings 2.0**, – new ways to conduct gate meetings as effective and inspiring decision points. Gate meetings could be virtual meetings or physical demo-meetings with the use of early prototypes of the end of a scrum-sprint. Datamining and -integration might be in focus, to strengthen the basis for making the right decisions at gate-meetings, for example comparing valuations of new ideas and projects versus the company's similar products in the market.

Our competencies:

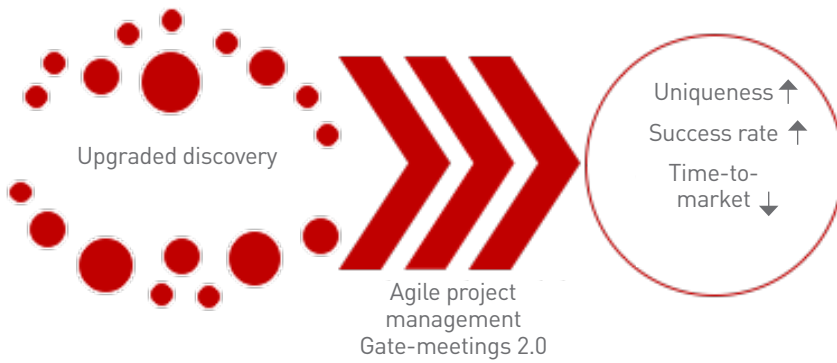
- Design and implementation of innovation process
- Stage-Gate - GEMBA is associate partner with Stage-Gate by Professor Robert G. Cooper
- User and lead-user research, including mobile research
- Idea and concept development
- Web-based idea management (www.8ideas.dk)
- Training in innovation management
- Strategy and business development
- Market research and industry analysis

Contact

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Stage-Gate® Next Generation in your organization?

If you want fuel your Stage-Gate® process with Next Generation - or want a review of your current process – we recommend a three step process:

- 1. We identify your challenges** in relation to the current process and determine the needs and goals of a Stage-Gate® Next Generation. What would you like to achieve – ie. higher success for new products, faster throughput / shorter development time, more uniqueness etc. It's important to clarify before we design Stage-Gate® Next Generation to the organization
- 2. We design your Stage-Gate® Next Generation process**, on the basis of one or more of the three elements - upgraded discovery, agile project model, gate meetings 2.0. We work in close cooperation with relevant people in your organization in order to integrate new processes with your current process and only changing what is not working. This is important to ensure a result that adds value to the organization. We draw upon years of knowledge and experience working with innovation processes, including international best practice from Stage-Gate®.
- 3. We can assist in implementing your upgraded Stage-Gate® process**, by training relevant managers, project managers and people to master your new Stage-Gate® process, we might support internal communication and we may assist your people using the process, typically in a number of pilot-tests. Furthermore, we can assist in digitizing the process, for example by using a web-based idea management platform (see: www.8ideas.dk).

More info and contact

Are you interested in knowing more about Stage-Gate® Next Generation and your options, please contact Partner Tomas Vedsmand (+45 40365502 / tv@gemba.dk) or Partner Søren Kielgast (+45 40365501 / sk@gemba.dk).

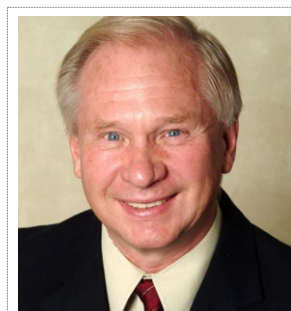
You are also much welcome to visit www.gemba.dk/stage-gate for further info and inspiration.



Søren Kielgast



Tomas Vedsmand



"There are no quick fixes and no easy answers for succeeding at innovation. The answer is true innovation – breakthrough products, services and solutions that create growth engines for the future".

Professor Robert Cooper, senior consultant to Fortune 500 firms and creator of Stage-Gate®

For more info visit:
www.gemba.dk/stage-gate