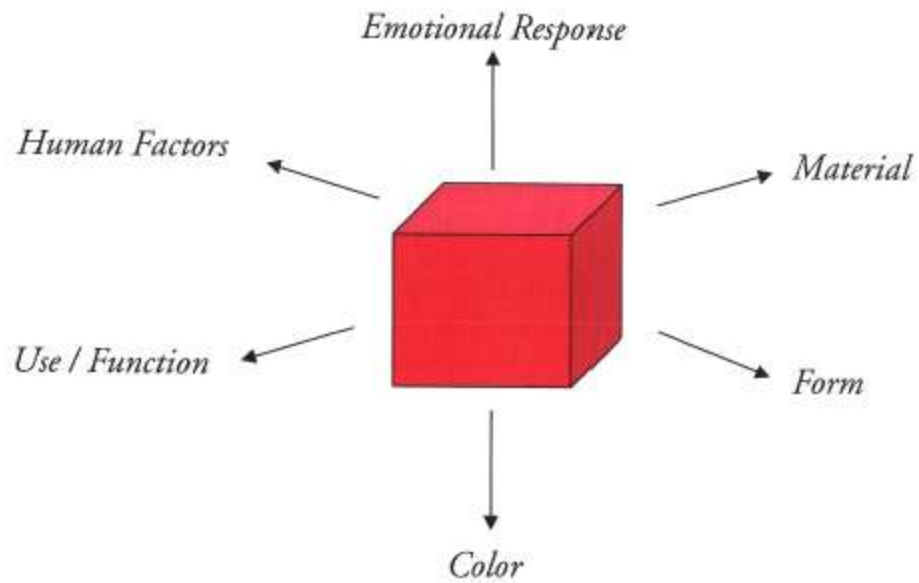


HOW CAN TEG HELP?

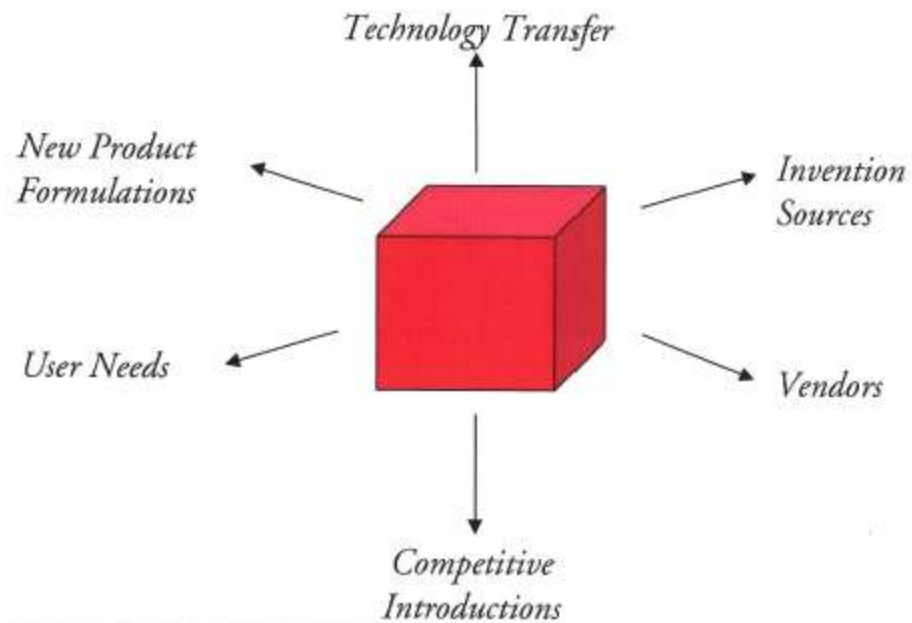


We have developed a unique process for discovering unmet user needs and translating those into innovative new products and packages that become successful in the marketplace.

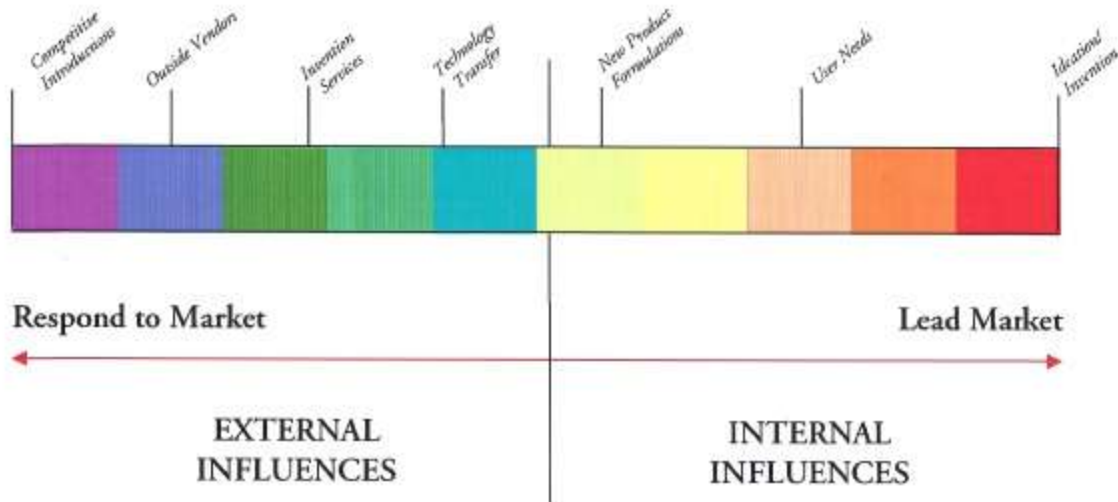
OPPORTUNITIES FOR INNOVATION



SOURCES THAT STIMULATE INNOVATION

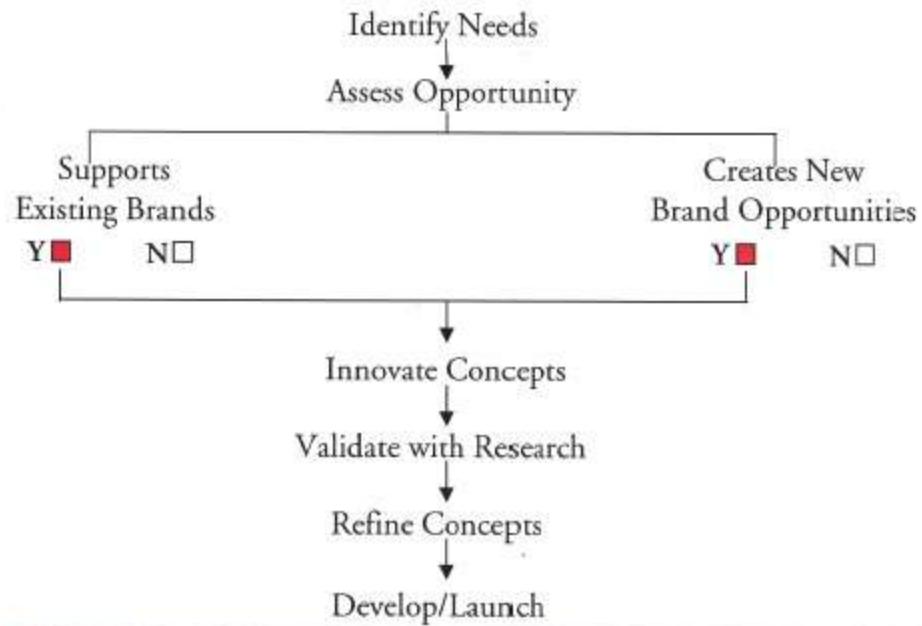


INNOVATION PROCESS CONTROL

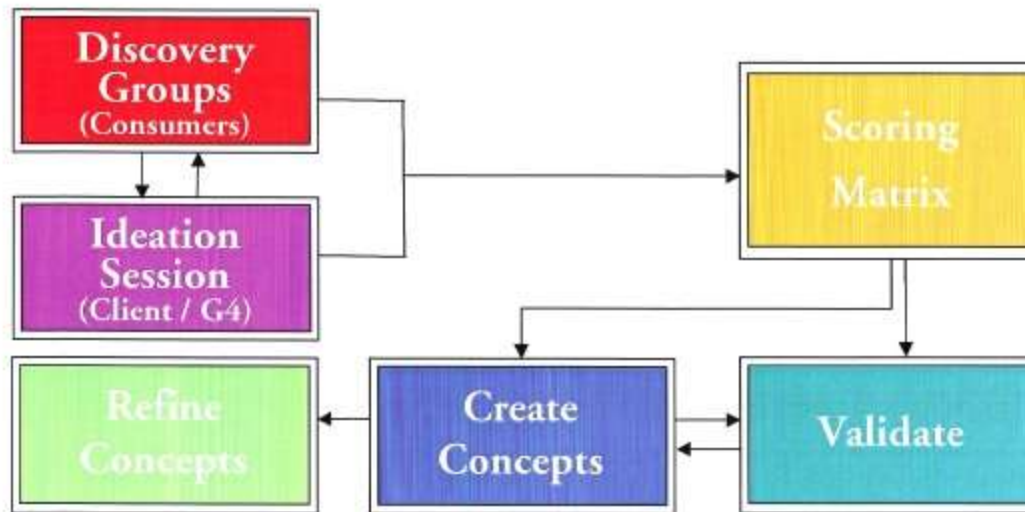


INNOVATION PROCESS

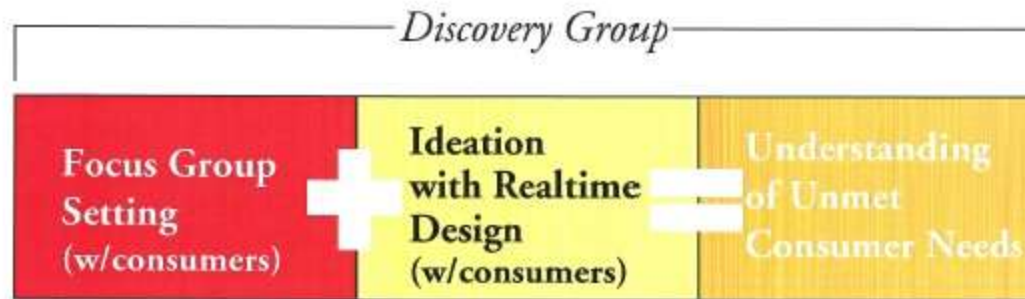
Leading the market



DISCOVERY & IDEATION PROCESS



DISCOVERY GROUP PROCESS



DISCOVERY & IDEATION SCORING PROCESS



Big Idea!
3 points



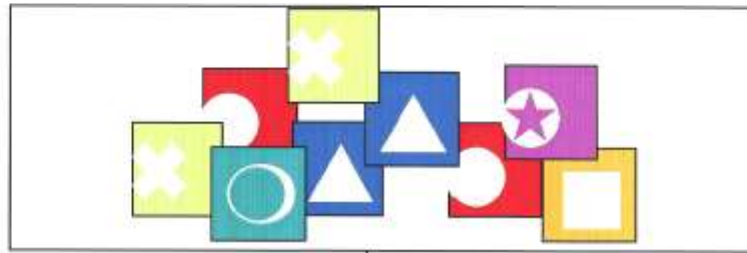
Eye Opener
2 points



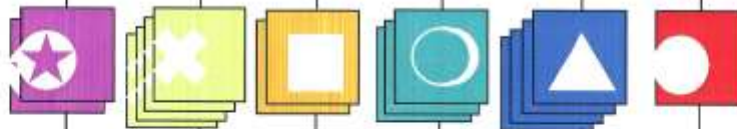
Seed of an Idea
1 point

DISCOVERY & IDEATION

Concept
Universe



Step 1:
*Group
by
Category*



Step 2:
*Eliminate
Duplicates*



DISCOVERY & IDEATION PROCESS

Step 3:	Y N	Y N	Y N	Y N	Y N	Y N	
Determine	<input checked="" type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/>	<i>Known Materials?</i>
Development	<input checked="" type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input checked="" type="checkbox"/>	<input type="checkbox"/> <input checked="" type="checkbox"/>	<i>Known Technologies?</i>
Time	<input checked="" type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input checked="" type="checkbox"/>	<input type="checkbox"/> <input checked="" type="checkbox"/>	<i>Known Processes?</i>

