

Innovation Strategy

White Space Innovation Strategy

PROBLEM STATEMENT

A mature business sought untapped innovation opportunities beyond its existing product portfolio.

HOURLASS SOLUTION

- Identified technology gaps and emerging customer needs.
- Combined patent, startup, and market intelligence.
- Prioritized high-growth opportunity spaces.

VALUE WE CREATED

- Created a future innovation pipeline.
- Identified adjacent growth opportunities.
- Supported strategic portfolio expansion.

Learn More
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