



New Products & Processes Development Methodology

The changing environment forces companies not only to be more productive but also to innovate and prepare for diversification and the creation of new business models. High levels of knowledge are not a sufficient condition for business survival. Nor is a high capacity to adapt and launch adapted product varieties to the market sufficient (given the unfeasibility of excessive product customisation, or implementing very extensive product/service portfolios).

Lortek PDNP/P methodology

The objective of the PDNP/P service is **to explore the business space in depth in order to identify a new link, a new generation of opportunities within and beyond the boundaries of the company's activity**, promoting creativity so that, through external and internal signals, a network of internal innovation can be created that will make the company continue to grow as the sustainable company that it is, expanding the dynamics towards a more operational approach to innovation, where it can diversify in markets, products or solutions, as well as in the improvement of services.

· Strategic Search

Present in the whole process through the competitive intelligence system, from the identification of opportunities to the ideation and development of solutions.

· Exploration Phase

We define the value propositions of each of the opportunities identified in the previous phase and, in a participative process, we classify them according to their impact and complexity.

· Ideation Phase

We design a roadmap in which we define:

- The strategic target market for this ideation phase.
- The characteristics of the minimum viable service or product with which we address this market.
- The minimum resources necessary to obtain the minimum viable service or product.

