



## Capabilities Presentation

**Breakthrough New Products — Consistently**

*May 2012*

# ***Flagship New Products Group Capabilities***

## **Presentation Outline**

- **Philosophy**
- **The New Product Dilemma**
- **Flagship New Product Performance**
- **The Flagship Process**
- **The Team**
- **Benefits Summary**
- **Appendix (separate documents)**
  - **New Product Process Details**
  - **Category Redefinition Process**
  - **Flagship Tool Chest**
  - **Founder's Business History**

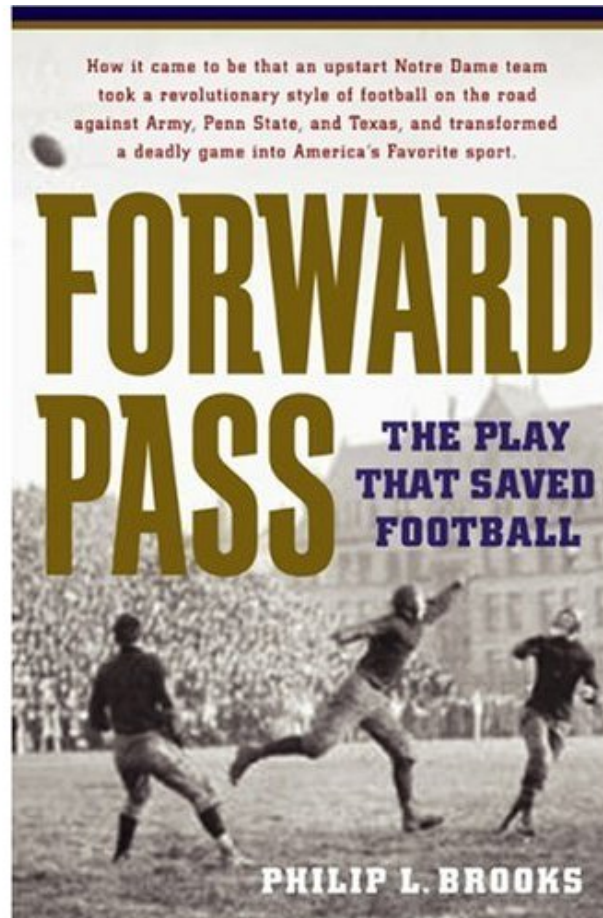
The copyrighted intellectual property in this document incorporates trade secrets of Flagship New Products Group, LLC disclosed with the understanding that no further dissemination of this material shall be made without the express written consent of Flagship New Products Group



## Flagship New Products Group Capabilities

### Philosophy

*“Never Innovate To Compete —  
Innovate To Change the Rules of the Game<sup>1</sup>”*



1

<sup>1</sup> David O. Adeifi

© Patrick J. Tighe 1997



## **The New Product Dilemma**

**Damned if you do – Damned if you don't!**

**Why?**

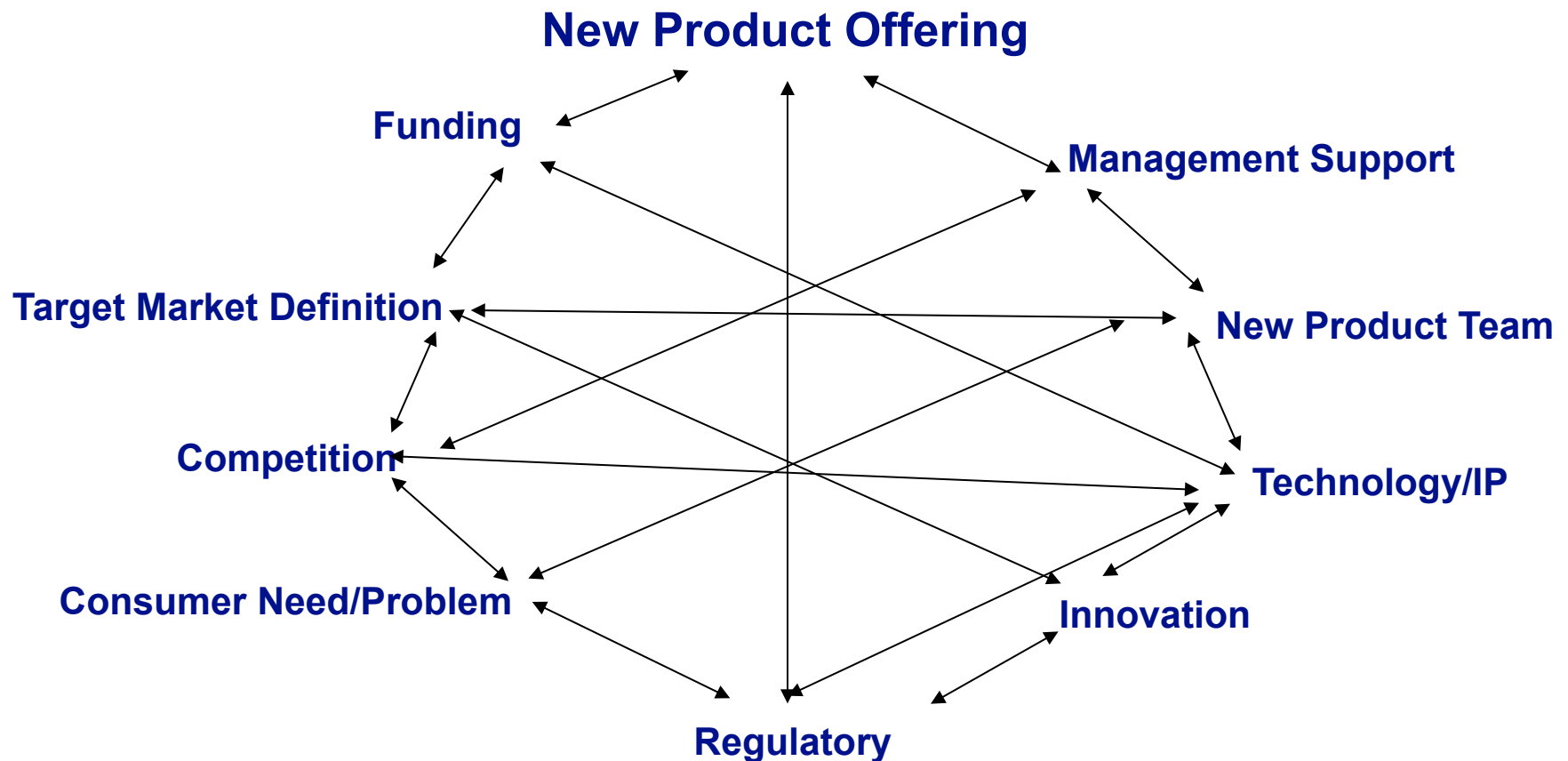
**A marketplace where failure is the norm!**

**Why Is That?**



## *Flagship New Products Group Capabilities*

### **New Products — Multi-Dimensional Success Requirements**

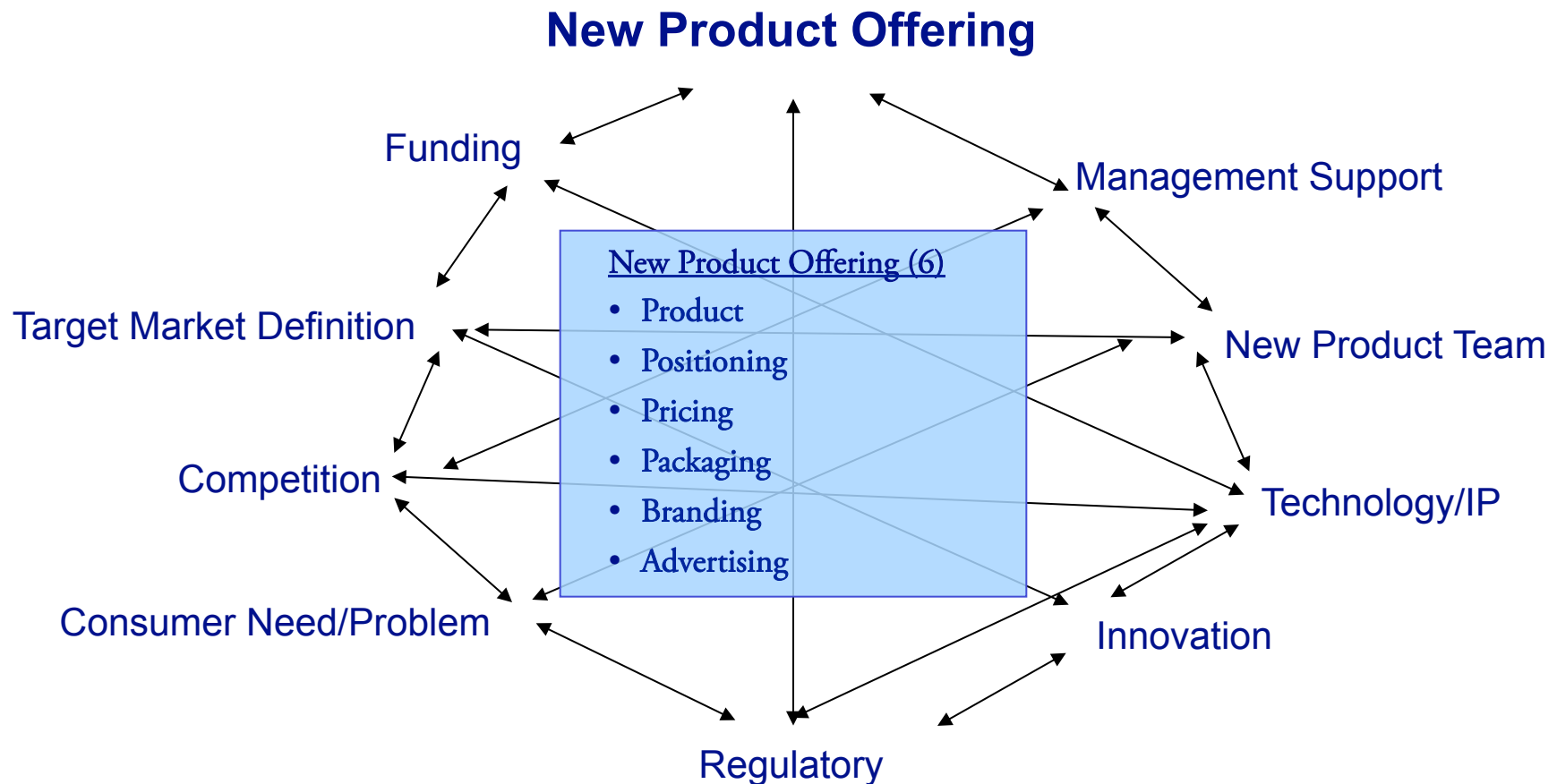


**All Requirements Must Be Met to the “nines” and Work Synergistically**



## Flagship New Products Group Capabilities

### New Products — Each Requirement Has Its Own Subset



**The total # of variables to be managed and optimized runs into the 100's**



## ***Flagship New Products Group Capabilities***

### **Flagship New Product Performance**

- **Net Net in total, 41 new products entered test market or beyond**
  - **36 successful launches = 80+<sup>+</sup>% success<sup>1</sup>**
- **Over \$3 billion in new sales in today's dollars**
- **Of the 36 successful product launches, about half were:**
  - **Designated as *“New Product of the Year”***
  - **Category Creators**
- **10 were relaunches of existing products or services**

1 Success defined as met 1<sup>st</sup> year business launch objectives or client objectives



## ***Flagship New Products Group Capabilities***

### **Flagship New Product Performance**

#### ***Food (22)***

- Beverages
- Pre-Prepared Produce
- Branding
- Frozen Desserts/Snacks
- Ingredients (Existing)
- Seafood (Existing)
- Food Service (Existing)
- Baking (Existing)



The NutraSweet Company



#### ***Health & Beauty Aids (4)***

- Baby Products
- Feminine Hygiene
- Skin Protection
- Cut/Wound Protection (Existing)



Existing = not a new product, but a relaunch of existing product



## *Flagship New Products Group Capabilities*

### **Flagship New Product Performance**

#### ***Household Goods (4)***

- Surge Protector (Existing)
- Water/Heater Replacement Service (Exist)
- Batteries
- Fabric Gift Wrap

#### ***Software (3)***

- Financial Reporting & Consolidation (Exist)
- Anti-Spam Authentication Technology
- Network Security (Existing)

#### ***Electronics (1)***

- TV/DVD/Remote

#### ***Miscellaneous (7)***

- Credit Card
- Fabric Paints (Existing)
- Low Tar Cigarettes



BROWN & WILLIAMSON



## *Flagship New Products Group Capabilities*

### **The NPD Process — Strategy**

- **Process identifies, develops and optimizes opportunities that:**
  - **Utilize the asset base of the Company**
  - **Are end-user market-driven**
    - **Solve end-user PROBLEMS**
      - **Real or perceived**
    - **Fulfilling end-user needs**
  - **Exceeds the current financial objectives of the Company**



## *Flagship New Products Group Capabilities*

# **The NPD Process — Adoption of Scientific Method**

### ***Mobilization***

- Establish Objectives, Team and Financial Goals

### ***Investigation (Situation Analysis)***

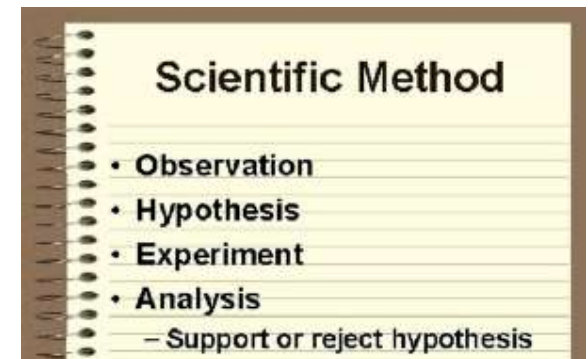
- Gather and Synthesize Relevant **Data** into **Information** and information into **Knowledge**
- From this **Knowledge**, Formulate **New Product Concept(s)**

### ***Development***

- Use **End User Market Research** to Refine and Optimize New Concept(s) and Prototypes

### ***Commercialization***

- **Quantify Business Volume**
- Develop Business/Marketing Plan

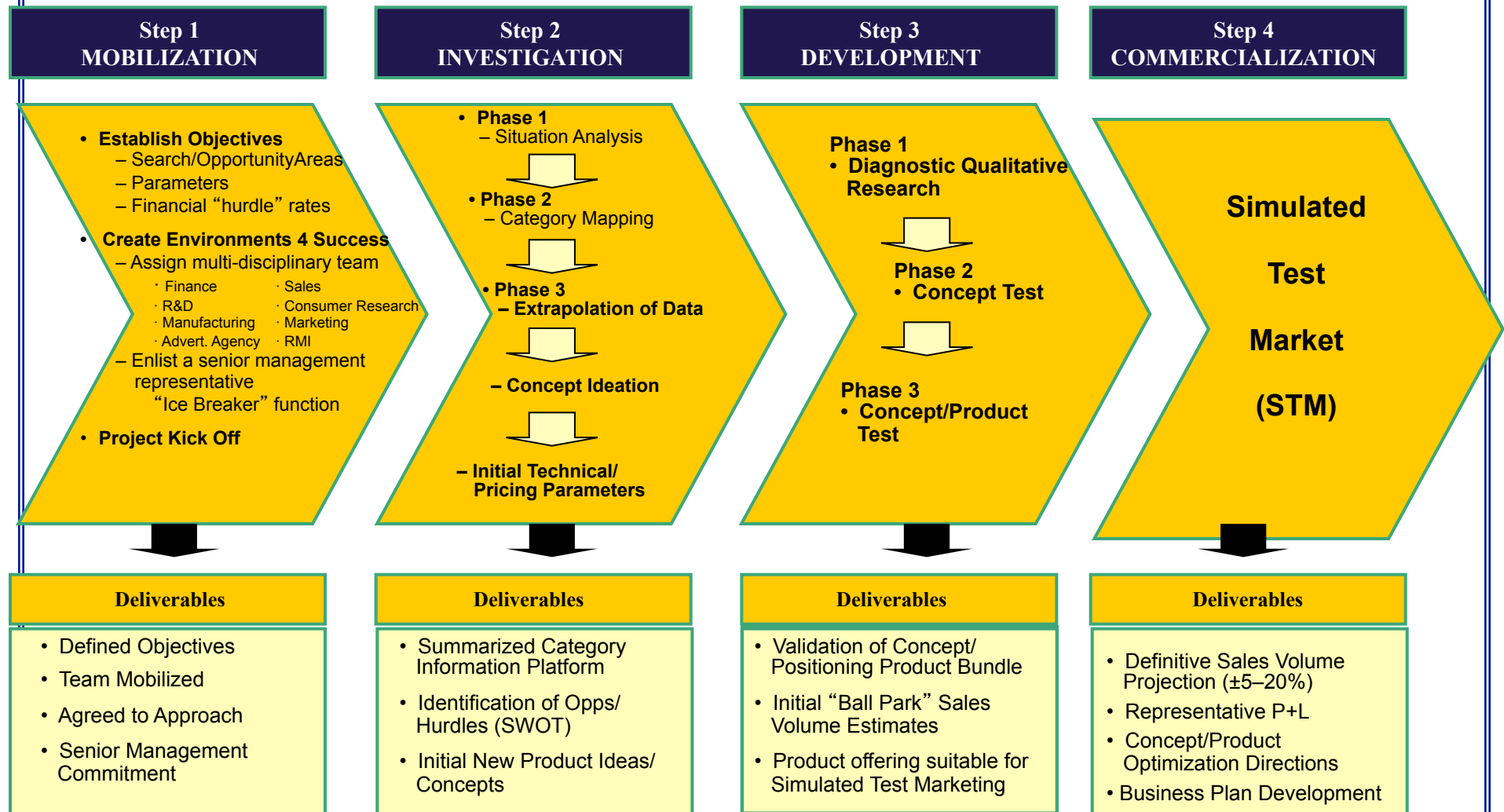


***This Process is Rigorous, Disciplined, Creative, but most importantly, is Replicable***



# Flagship New Products Group Capabilities

## The NPD Process — Methodology



## ***Flagship New Products Group Capabilities***

### **Category Redefinition Process (Trade Secret)**

- **Allows Flagship NPD Process to succeed regardless of category**
- **Defines three critical success factors:**
  - **Competitive frame' s strengths and weaknesses**
  - **Emerging strengths and weaknesses of the new product concept**
  - **Degree to which the new product concept is able to:**

***“Change the Rules of the Game”***

- **Provides a Quantitative “Over the Horizon” view of the Category’ s Future**

***Category Redefinition is one of Flagship’s “Trade Secrets”***





**Consumer Products/Business to Business**

**Core Team**

*February 2012*

© 1997

## ***Flagship New Products Group Capabilities***

### **CPG/B2B Core Team**

#### ***Patrick J. Tighe***

- **Advertising**
  - DFS/Ketchum, NY
- **Corporate**
  - Johnson & Johnson
  - Brown & Williamson
  - Dole Foods
- **Consultant/Ventures**
  - Flagship Group
  - Zoetics
  - Relational Marketing
  - Direct Advantage Partners
- **Entrepreneur (Start-ups)**
  - Flagship Ventures Group
  - MedLogic
  - ZoEmail
  - PerfectCLEAN (Consumer)

*All of the prior  
New Products  
were developed, managed  
and/or launched  
by  
Patrick*



## *Flagship New Products Group Capabilities*

### **CPG/B2B Core Team**

***Bill Hackett – Experienced operating and finance executive***

- **Executive Vice President/Senior Executive**

- Bloomberg Financial Markets – 2<sup>nd</sup> in Command Worldwide Data Center
- United Press International – General Manager, News Services
- Dun's Marketing Services – Marketing and Planning

**Bloomberg**



- **Chief Executive Officer**

- Healthcare Automation Inc. (Privately Held)

- **CFO/COO**

- CareGain (Venture Backed)
- Cirqit (Venture Backed)
- Lithium Technology (Publicly traded)
- Base Ten Systems (Publicly traded)



## ***Flagship New Products Group Capabilities***

### **CPG/B2B Core Team**

#### ***Robert Urbain — Sales & Distribution***

- **Proven Sales and Distribution Expansion in Healthcare/OTC/H&BA**

- Boots Healthcare (UK), OTC Division(\$1Billion)
  - COO responsible for US/Latin America/Caribbean for Sales & Distribution Expansion - 185% increase to \$100million
- GlaxoSmithKline/Block Drug
  - Vice President responsible for Canada/Latin America for Sales & Distribution Expansion - doubled sales to \$100Million



- **Proven Packaged Goods Marketer with strong Operating Experience**

- General Manager, Pepperidge Farm Division of Campbell's Soup Company
- SVP Marketing, Tropicana Products
- VP, General Manager, Dole Frozen Desserts Division
- Group Product Manager, General Foods (Kraft)



## *Flagship New Products Group Capabilities*

### **CPG/B2B Core Team**

#### ***Priscilla Wallace — Creative/Product Positioning***

- **The New Marketing Network, Inc. (Founder)**

- 20 Years of Successful New Products, Branding, Consumer Research & Communications



- **Boomertising® (Founder)**

- Recognized Boomer Insights & Marketing Consultancy
  - Boomer Expert, Frequent Speaker

- **Award-winning Advertising Creative Director**

- FCB/DMB&B/DDB/McCann



## ***Flagship New Products Group Capabilities***

### **CPG/B2B Core Team**

#### ***Steve Mason — Direct Marketing***

- **Innovative Direct Marketer with Proven Track Record**

- President, Direct Advantage Partners
  - Lean Direct/Internet Marketing Company
- Chief Marketing Officer of AARP Services (for-profit side of AARP)
  - Transformed marketing into “world class” team
- VP Marketing at Medco Health Solutions (chief marketer of \$10B direct-to-consumer pharmacy)
  - Drove sales up 40% (+\$4 Billion)
- VP, Business Director at Kraft Foods
  - Took Gevalia Kaffe to next level — doubled sales
- AVP, Citibank Credit Cards
  - Grew credit card accounts by 1 million, reduced cancels 20%



## ***Flagship New Products Group Capabilities***

### **CPG/B2B Core Team**

#### ***Kevin Milani — Internet Marketing***

- **Innovative Internet Marketer with Proven Track Record**

- President, Mendicant Marketing
  - Lean Internet Marketing Company
  - Manages \$1.5+ million in annual ad spend
  - Clients in more than a dozen categories: online dating, insurance, manufacturing, non-profits, consumer packaged goods, et al.
  - Specialist in Search Engine Marketing (SEM) and Search Engine Optimization (SEO)
  - Significant experience in all areas of Internet Marketing and Social Media
- Director of Internet Marketing for Largest Catholic Online Dating Site
  - Responsible for 80+% of sales related to marketing/advertising activity
  - CAGR of 23% over 5 years





## Technology Core Team

*February 2012*

© 1997

## ***Flagship New Products Group Capabilities***

### **Technology Core Team**

***Patrick J. Tighe***

- **Advertising**
  - DFS/Ketchum, NY
- **Corporate**
  - Johnson & Johnson
  - Brown & Williamson
  - Dole Foods
- **Consultant**
  - Flagship Ventures Group
  - Zoetics
  - Relational Marketing
  - Direct Advantage Partners
- **Entrepreneur (Start-ups)**
  - Flagship Ventures Group
  - MedLogic
  - ZoEmail
  - PerfectCLEAN (Consumer)
- **10 Patents**



## ***Flagship New Products Group Capabilities***

### **Technology Core Team**

#### ***Russell Brand***

- Founded Responsible Solutions, Ltd to advise government agencies and others on matters of computer security, network administration and applied science
  - During a seven year period, Russell is credited with saving one exceedingly large government agency \$250 million at a cost of less than \$25 million
  - During this period, Russell and his team also advised almost 100 government, academic institutions and corporate matters of network and computer safety
- Prior to starting RSL, Russell was a senior scientist at a DARPA-created entity (Reason Systems) dedicated to commercializing artificial intelligence
- Prior to this, Russell was a member of the prestigious Computer Research Group at the Department of Energy's Lawrence Livermore Labs, where his work included systems reliability, computer security and large scale network management on such projects as Star Wars
- In total, Russell has been responsible for launching four IP network software products
- Russell holds advanced degrees from Massachusetts Institute of Technology and the University of California and has been involved in 20+ patents



## ***Flagship New Products Group Capabilities***

### **Technology Core Team**

#### ***David Hawthorne***

- David specializes in helping companies develop innovative strategies for ushering in brand new technology categories, such as: film to video; digital video processing and, in particular, web-based social networking and group forming networks
- David has been the principal conceptual architect for three services:
  - Navigility
  - NYU eLearning
  - NYU's Center for Advanced Digital Applications
- Prior to forming his own techno consulting service for such clients as:

– Tektronix	– Panasonic Broadcast	– Sony Broadcast
– Ikegami	– IBM Digital Broadcast	– Deloitte
– Accenture	– Warner Brothers	– CBS
- David was previously an award winning technology journalist covering broadcast, entertainment, digital imaging and communication technologies



## ***Flagship New Products Group Capabilities***

### **Technology Core Team**

#### ***Chris Leisner***

- Since 1981, Chris' career has been focused on innovation and bringing innovation to the marketplace in a monetized manner
- His concentration in optimization of IT IP has led him into a number of trendsetting/breakthrough involvements:
  - Assisting a Technology Transfer Organization to redesign their processes to identify licensable technologies for monetization across multiple industries
  - Establishing software standards and testing labs for the American Bar Association
  - Providing R&D support, IP protection and development of a photon-based microchip
  - Developing an IP licensing/tech transfer strategy/program for an emerging breakthrough infection control/prevention technology, which has major applications in institutions (hospitals/schools) and water supply/filtration
- Since 2001 and the founding of Creative IP Solutions, Chris has concentrated on managing and monetizing intellectual property for Domestic and International clients



## *Flagship New Products Group Capabilities*

### **Technology Core Team**

***Bill Hackett – Experienced finance and operating executive***

- **Executive Vice President/Senior Executive**

- Bloomberg Financial Markets – 2<sup>nd</sup> in Command Worldwide Data Center
- United Press International – General Manager, News Services
- Dun's Marketing Services – Marketing and Planning

**Bloomberg**



- **Chief Executive Officer**

- Healthcare Automation Inc. (Privately Held)



- **CFO/COO**

- CareGain (Venture Backed)
- Cirqit (Venture Backed)
- Lithium Technology (Publicly traded)
- Base Ten Systems (Publicly traded)



## ***Flagship New Products Group Capabilities***

### **Contact**

If you are interested in learning more about Flagship, our process and the people, please give us a call... you will be glad you did.

Sincerely,



Patrick J. Tighe

Founder

Flagship New Products Group, LLC

123 Bank Street #180

New York, NY 10014

Tel: 646-861-1908

Cell: 917-386-3637

Patrick@FlagshipNPG.com

