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A **new** solution to an old problem

The **Data-Sandwich** Innovation Platform ▣

The problem is ...

OLD products don't win you **NEW** markets.

But Innovating is **difficult.**

The best you can say is ... the results are  
**reliably inconsistent**

Because ...

Absence of  
Autonomy

Imitation is not Innovation

Cognitive Surplus under-  
utilised

The wrong team

Unavailable IT resources

No Bullet-proofing

Constant communication  
of the right type

Uneven team dynamic

Absence of Forward  
Motion

There are least **20 ways to fail**  
and only **1 way to win.**

Innovation priority not set

Treating Innovation like a  
dress rehearsal

Solutions seeking  
problems

Underestimating the  
importance and difficulty  
of Innovation

Innovating new products and services is hard – see our study.

Creativity misunderstood

Hamster wheel creative  
processes

Innovation in a Vacuum

Absence of Close-Listening

Bias's and Blind Spots

Different Innovation  
streams not integrated

No Goal / Wrong Goal





And that's enough to drain the mojo from any team

The answer ...

# Give them amazing **modern** tools to Innovate

Remote Collaboration. **A Creative Process that works.** Digitisation and Distribution tools built in. **Regulatory bullet-proofing.**

And ... make it all available on one platform compatible with what you already have. **Job done.**



Give them their mojo back with a Data-Sandwich

# The **Data-Sandwich** Innovation Platform.



**Whatever** your role ...

Marketing  
PR

See below for platform information,  
use-cases and more ....

