



# TimeShift Productions

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## New Business Development

### How do we move ideas to *ACTION*?

This large semiconductor industry company wants a better process to speed new ideas to market but daily business pressure is slowing idea generation rate and stifling follow up development.

Company management asks TimeShift to create a new business development approach and pilot it on existing new product ideas.

#### Project

TimeShift works with the Company CTO to:

- flesh out the current list of new product ideas,
- create an initial opportunity / white paper format, and
- run a sampling of new ideas through the process as a proof of concept.

A new Process Manual includes key background, technical and market potential questions, competitive differentiation templates, and completion checklist.

#### Results

CTO: "Thanks for the great support and creative inputs. Support to drive both the process and a few select initiatives forward is established."

#### Value

The Company now has a *sizing language* in place. With streamlined development where one successful new product could mean hundreds of millions in sales, this Company now has the tools to evolve – *a bit faster*.

#### See your future... get there sooner

New product development is long and fraught with uncertainty. TimeShift Productions will help you ask the right questions, crystalize ideas, and build a complete story to convert those ideas to *business*.

Contact [TimeShift](#) today.