



FINDING NEW GROWTH OPPORTUNITIES

Innovating to Develop New Products

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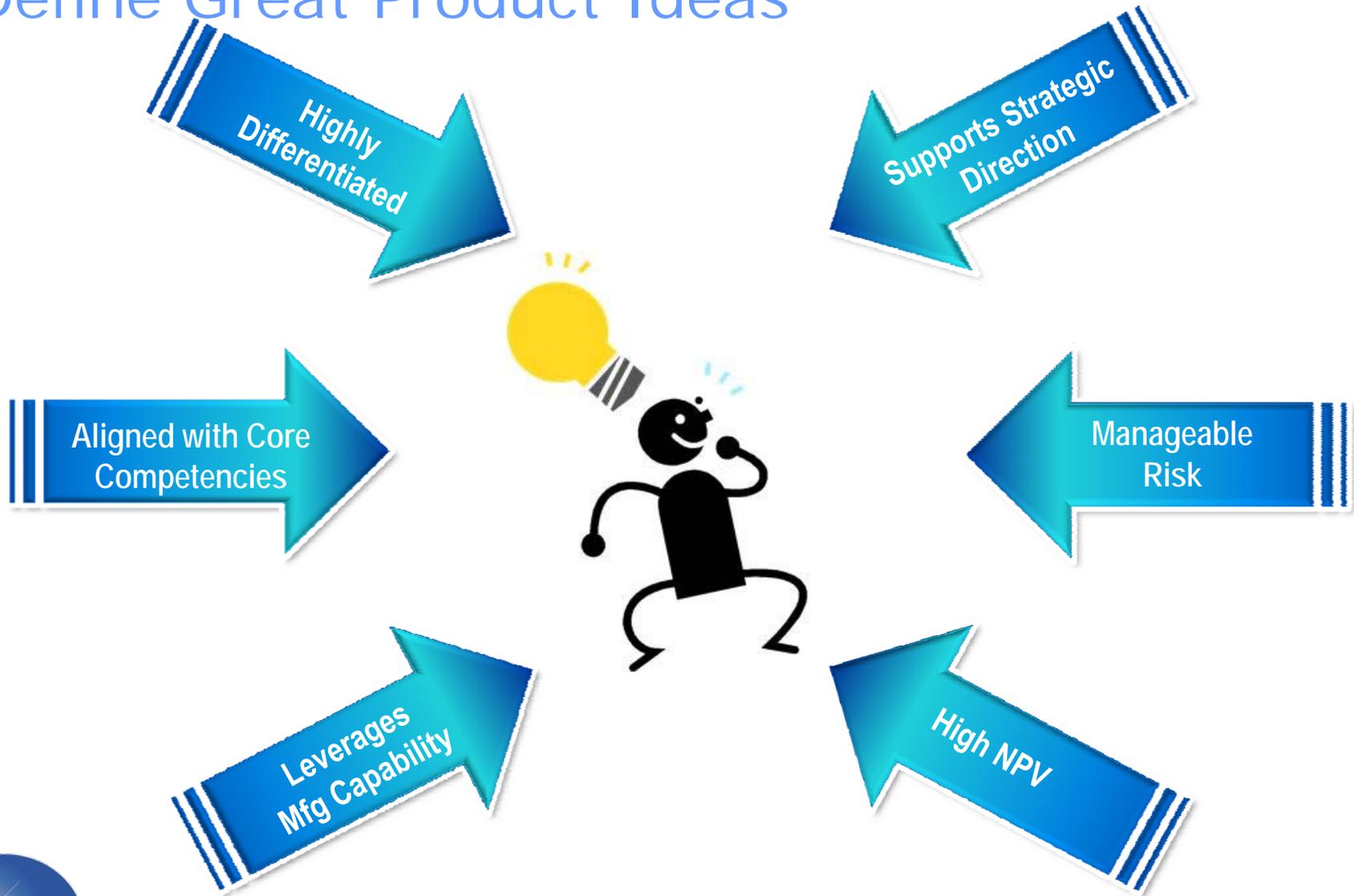
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Six Characteristics that Define Great Product Ideas



Three Key Launch Components



Strong Value Proposition

Sales Channel Readiness

Target Market Focus





Thank You!

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