



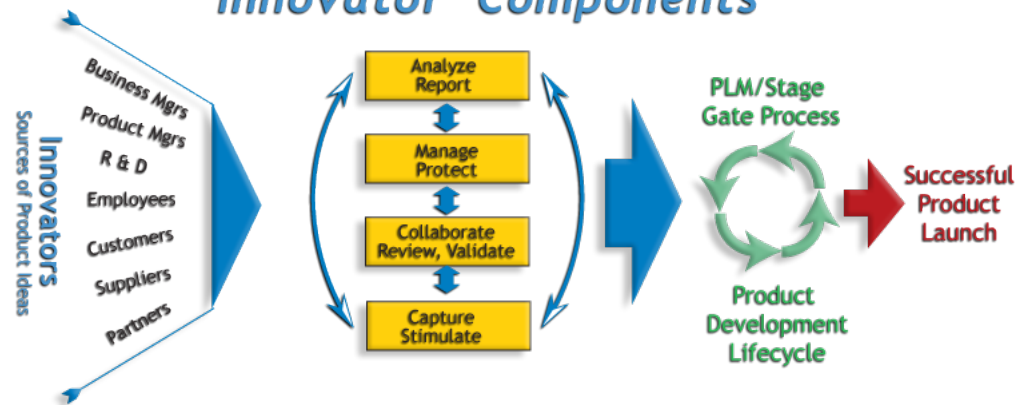
# Corporate Overview

## How can a company grow both revenue and profitability every year?

This question is the fundamental challenge presented to today's business executive, and the answer can be stated fairly succinctly - growth in both revenue and earnings require an investment in the creation of new products. But, where are these new products found? They come from new ideas, and new ideas come from a myriad of sources - employees, customers, suppliers and other business partners. But, the capture and evaluation of these ideas is unwieldy or disorganized at many organizations. As a result, valuable product ideas may be lost or missed.

MindMatters helps companies stimulate, capture, validate, protect and profit from innovative product ideas created by employees, suppliers, customers and business partners. Its patent-pending technology solution, Innovator™, helps business executives responsible for growth effectively determine which ideas are most likely to turn into profitable products, and funnel them into the next stage of the product development process.

### Innovator™ Components



*“Innovator is the single most revolutionary product I have encountered that lets you capture the fuzzy front end of any new product endeavor.”*

—Peter Fritz, Six Sigma Black Belt, 3M Corporation

*“We were looking for a way of tying our idea submission process—both internally and externally—and our new product development processes together on an enterprise-wide basis. Innovator was able to handle both processes as well as add a sophisticated layer of intellectual property management into the entire system.”*

—Barry Lloyd, Senior Technology Planner and IAM Team Champion, Dana Corporation

*“In one month, our R&D idea submissions have tripled over the whole of the previous year through the use of Innovator.”*

—Doug Mechlenburg, VP of Engineering, Respironics Inc.

## Your Business Challenge

The need for new products has never been greater. A recent study by Booz Allen Hamilton claims that 90% of top managers surveyed consider innovation critical to their strategic objectives. However, product life cycles continue to shrink, and the failure rate for new products continues to grow.

The challenge for today's business manager is meeting the company's desire for new products in a cost-effective manner that increases the likelihood of successful product launches. A difficult challenge, indeed, as sources for product ideas may be spread throughout the world. Is your next great product idea lurking inside a laboratory by a scientist you've never met? How do you find it? Then, how do you evaluate and protect it?

## Our Solution

MindMatters' enterprise software solution, Innovator, has the functionality required to successfully find, evaluate, manage and protect your new product ideas. As the front-end to your Product Lifecycle Management (PLM) process, Innovator ensures that those ideas leading to successful products are given the attention they deserve. And, Innovator is the only solution available that provides an environment specifically designed to protect your ideas through alignment with your intellectual property (IP) process, including invention disclosures and legal reviews.

The MindMatters team has the expertise needed to help your organization implement the right strategy for product innovation, from the development of an innovation plan to integration with your existing PLM and IP environments.



Fortune 500 companies  
like PPG Industries,  
3M Company, Dana  
Corporation, ITT  
Industries, and Johnson  
Controls rely on  
MindMatters to support  
their product innovation  
and growth strategies.

Shouldn't you?

**Partial Customer List**

- 3M Company
- Dana Corporation
- Hill-Rom
- ITT Industries
- Johnson Controls
- McKesson Automated Healthcare
- PPG Industries
- Respironics
- University of Pittsburgh

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*Efficiently Managed  
Review Committee  
Activities Provide  
Fast Movement into  
the Next Stage of the  
PLM Process*



**Product Features**

- Modular and scalable
- User friendly web-based environment and email for idea submission
- Multiple user levels
- Challenges to stimulate idea creation
- Idea routing to identified experts
- Creation of tasks to maintain accountability
- Custom dashboard view
- Evaluation process
- IP docket views
- Detailed security and collaboration settings
- Reporting and history
- Proven in large, multi-location environments

**Benefits**

- Stimulate business growth
- Bring new products to market faster
- Improve protection and utilization of intellectual property
- Encourage collaboration between employees and customers, suppliers, and partners
- Efficiently manage and validate product ideas
- Spotlight employee contributions

*Innovator's Robust Reporting  
Utility Provides Visibility into  
the "Fuzzy Front End"*

