

# BIG VISION



## Reinvigorated a thinning pipeline for DSM Dyneema

through a vision and strategy for future innovation

## OPPORTUNITY THINKING principle

Change shuffles the deck, dealing us new cards and new opportunity.



# BIG VISION



## CHALLENGE

- DSM Dyneema's pipeline of applications had driven a decade of significant year-on-year growth for the company.
- However, the pipeline was now getting thin and DSM Dyneema urgently needed to find new markets and areas with room for innovation.

“NewEdge has helped us improve in dealing with the famous ‘fuzzy front end’. Matching our own internal technical experts with NewEdge’s network of industry specialists gave a very creative mix that allowed us not only to stretch our thinking but also to quickly make decisions.”

Business Manager, Yarn, DSM Dyneema

## SOLUTION

- Identify and develop a robust Opportunity Landscape of potential new markets and industries with promising applications, utilizing our Opportunity Thinking approach.
- Engage the external ecosystem across a wide range of functions and new industries to uncover potential opportunities.
- Co-develop with the ecosystem attractive opportunities and eliminate those without promise.
- Engage a cross-functional group within DSM Dyneema to creatively stretch the possibilities from the biggest opportunity areas identified and prioritize those with the most potential for DSM.
- Define a growth vision – a clear, unique and defensible position for achieving future growth.

## OUTCOMES

- Identified a growth strategy that included three specific new areas for strategic growth.
- Developed a roadmap that guided innovation efforts and ideation.



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