

BIG VISION

سابك
sabic

Identified and evaluated opportunities for growth

while teaching and applying Disruptive Market Research® principles



OPPORTUNITY THINKING principle

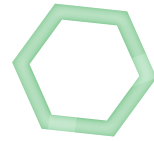
Opportunity resides in relationships. When we maximize our relationships, we maximize our opportunities.

 NewEdge

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BIG VISION



CHALLENGE

- To explore five “Big Bet” areas that represented potential growth opportunities outside of SABIC Innovative Plastics’ current offering.
- To introduce SABIC IP staff to new methods for gaining insights, identifying opportunities, and evaluating them for business growth.

SOLUTION

- Utilized Disruptive Market Research® (DMR) principles to better understand the potential of each of the Big Bet areas.
- Apprentice SABIC IP employees in DMR principles through a series of training sessions, hands-on instruction and weekly reports focused on:
 - Gaining insights into opportunities through divergent perspectives
 - Leveraging trends, insights, dimensions and the ecosystem to identify and make the opportunities bigger
 - Using market sizing to estimate the size of the prize by utilizing multiple streams of data
 - Building the short and long term view to reveal the real the potential of the opportunities

OUTCOMES

- NewEdge and SABIC IP worked together to create strategic roadmaps for each of the Big Bet areas based on the research, ecosystem insights and market analysis.
- SABIC IP teams delivered strategic roadmaps to senior leadership to rave reviews.
- The strength and detail of each roadmap enabled SABIC IP to move forward with four of the five areas.
- NewEdge’s DMR principles are being used within each of the Big Bets, and have become part of SABIC IP’s portfolio for evaluating opportunities.