

New Product Blueprinting

Blended Workshop Training

STATEMENT OF WORK FOR TYPICAL ENGAGEMENTS

Table of Contents (TOC)

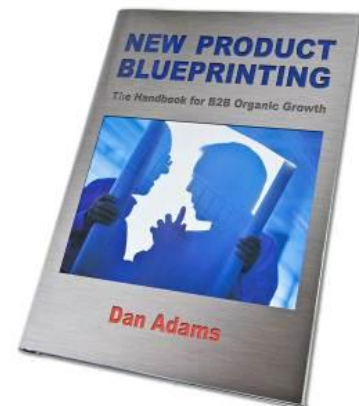
	<u>Page</u>
1. Executive Summary	2
2. Blueprinting Methodology	3
3. Learner Resources	5
4. Training Methodology	7
5. Program Costs	8

1. Executive Summary [\(TOC\)](#)

New Product Blueprinting is the world's most advanced method for understanding B2B customer needs in the front end of innovation. This training *significantly changes behavior...* and includes two workshop sessions, monthly coached web-conferences, powerful [Blueprinter® software](#), over 20 BlueTools® (support aids), and 31 online training modules. Typically applied over 6-12 months, this training a) advances high-value projects, b) instills industry-leading skills and c) promotes an “outside-in” culture. All this for ~\$2500-3000 per person. (See cost calculator at the end of this document.)

New Product Blueprinting was created just for *business-to-business* (B2B). It recognizes that B2B customers are usually more knowledgeable, interested, and objective than consumer goods buyers. Blueprinting uses highly respectful peer-to-peer listening, probing and engagement... to uncover and prioritize customer needs your competitors miss.

Since 2005, Blueprinting has been proven effective by some of the world's largest B2B firms on six continents. Today, over 70% of our work is with Fortune 500-level firms. 95% of Blueprinting project teams say it provides more customer insight than other voice-of-customer methodologies. See [Preference Interview Research Report](#), page 11. And 5 of 6 teams dramatically change their product designs due to their Blueprinting interviews. See [Guessing at Customer Needs](#), page 2.



2. Blueprinting Methodology [\(TOC\)](#)

Blueprinting uses the following 7 steps, ending with a business case to justify a project's entry into the product development stage.

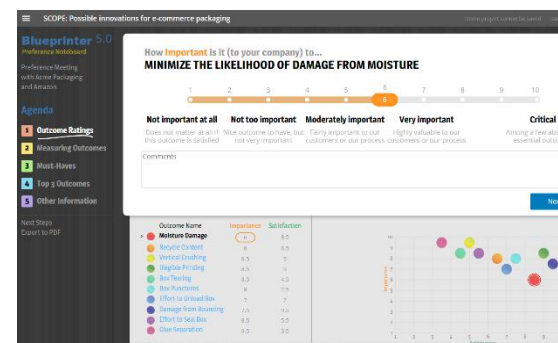
1. *Market Research*: Your teams learn how to conduct secondary research, employ industry experts, and apply thoughtful criteria to their project selection and scoping. They learn proper market segmentation for focused innovation. For more on B2B market segments, see www.b2bmarketview.com.

Market Segment	Size of revenue opportunity	Market segment growth	Unmet customer needs	Likely value proposition	Li
<input type="radio"/> Beverage	A	B	B	B	
<input type="radio"/> Food-Dry	A	C	C	C	
<input type="radio"/> Food-Frozen	B	A	B	A	
<input type="radio"/> Food-Wet	C	B	B	C	
<input type="radio"/> Chemicals	b	B	C	C	
<input checked="" type="radio"/> E-commerce	A	A	a	B	
<input type="radio"/> Appliances	C	c	A	B	
<input type="radio"/> Electronics	B	A	A	B	

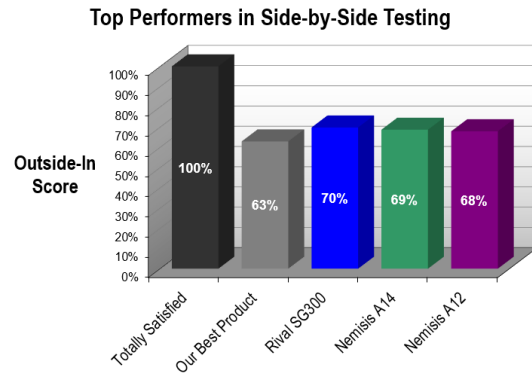
2. *Discovery Interviews*: Teams learn skills & tools to request qualitative customer interviews (e.g., www.HaveYouBeenDiscovered.com), digitally project notes, probe deeply, employ idea "triggers," and use AIM's AMUSE observation during tours... all to uncover dozens of customer "outcomes." These divergent interviews help you avoid errors of *omission* (failing to uncover customer needs).



3. *Preference Interviews*: In a second round of quantitative, convergent interviews, teams collect 1-to-10 outcome ratings, asking: 1) How important is this outcome? 2) How satisfied are you with this today? Customers only pay more to improve *important* outcomes they are now *unsatisfied* with. Yet most suppliers skip this step, suffering confirmation bias and errors of *commission*.



4. *Competitive Analysis*: Customers only give premium pricing for value *beyond the next best alternative*. Our unique methodology lets teams 1) identify top competitors, 2) develop customer-centric test methods, 3) learn "how good is good enough," 4) convert test results to a universal scale, and 5) predict market reaction to their new design vs. competitors.



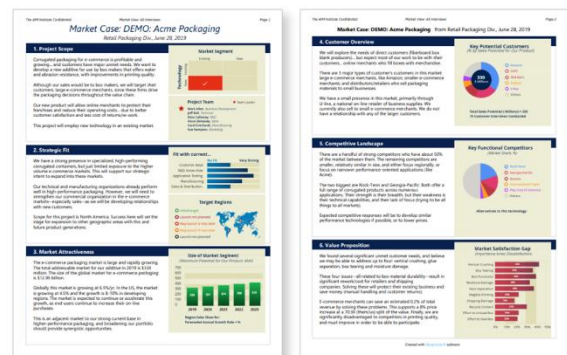
5. *Product Objective-Setting*: Blueprinter software displays charts, e.g. Market Satisfaction Gap (MSG), which give an *unbiased* view of customers needs. (MSG = IMP rating x [10-SAT rating]). Our global experience in hundreds of industries says you should pursue outcomes with a MSG over 30%. *This* is how you create high-value, differentiated new products... and stop squandering R&D on the wrong objectives.



6. *Technical Brainstorming*: With Blueprinting's 100% digital brainstorming process, teams can generate solution ideas with experts *anywhere* via web-conference. Our methodology combines powerful trigger techniques—to stimulate fresh thinking—with a unique sorting matrix to prioritize the best ideas that have been generated.



7. *Business Case*: Many clients integrate this Business Case with their existing stage-and-gate process... making it a requirement for entering the development stage. Twelve key sections are presented—each with graphics—in a comprehensive 4-page document. (Note: The *Market Case* contains the first 6 of these 12 sections... and is available to users after completion of their Preference interviews.)



3. Learner Resources [\(TOC\)](#)

Workshop learners are grouped into project teams to advance their projects over 6-12 months. They access the following resources at www.BlueprintingCenter.com, and receive perpetual access to this center at no added cost as long as they remain your employees.

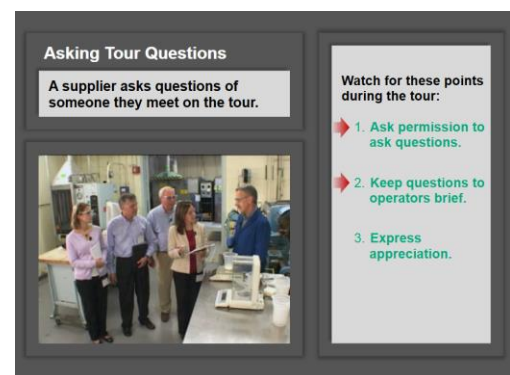
1. *Blueprinter software*: Instead of using unconnected tools, teams capture the *entire* front-end of innovation in Blueprinter software. Users receive a one-year subscription to cloud-based Blueprinter 5.0 software, which may be renewed afterwards at \$30/month.



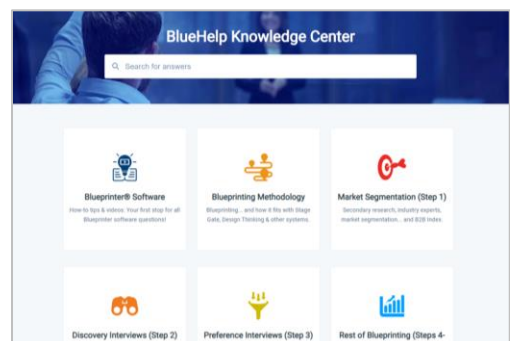
2. *BlueTools™* aids: Learners use over 20 advanced tools to perform secondary market research, conduct customer tours, create value calculators, improve probing, set up customer interviews, debrief and after interviews, craft business cases and *much* more. Many of these job aids are available in 9 languages... and some are available to your entire organization at no extra cost.



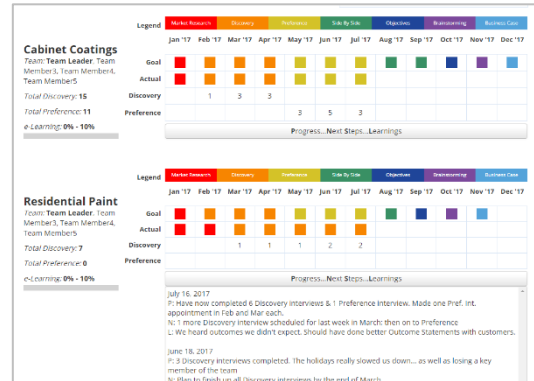
3. *E-learning modules*: Learners receive a one-year subscription to all 31 of these 15-30 minute online modules, which may be renewed afterwards at \$15/month. The e-learning modules contain over 100 videos, including many interview simulations. Review questions are included in each module and learner progress tracking is provided to you.



4. *BlueHelp™* knowledge center: Learners can access hundreds of articles to build their knowledge and skills. This center is easily searchable, making it easy to “brush up” on what was learned during the workshop or e-learning module. This is the world’s most advanced and complete library of practical advice for success in the front-end of B2B innovation.



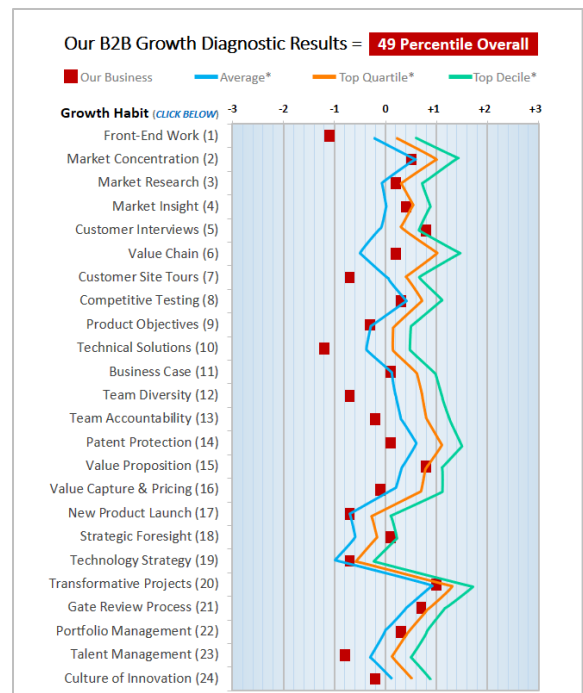
5. *Web-conference sessions*: The AIM Coach provides support at 2-hour monthly web-conferences during which all teams report their progress at the same time... so each team can learn from the experiences of others. The AIM Coach then updates and distributes a *Blueprinting Project Tracker*... to encourage busy employees to keep their focus on these Blueprinting projects.



6. *Starter Kit with materials*: Each learner receives a boxed “starter kit” including the Blueprinting Log, with 150 pages of illustrations from the workshop and online training modules. This may also be downloaded by learners as a PDF at the Blueprinting Center. Also included in the starter kit is the hardcover book, *New Product Blueprinting: The Handbook for B2B Organic Growth* (by Dan Adams), and a pocket folder full of white papers, research reports and other materials.



7. *Pre-workshop Diagnostic*: Prior to the workshop, each participant completes a confidential online diagnostic assessing their business's current effectiveness in 24 “growth habits.” The results are reviewed at the workshop, benchmarked against industry average, top quartile, and top decile companies. (See www.b2bgrowthdiagnostic.com) Clients are welcome to continue running this diagnostic on their business annually at no charge.

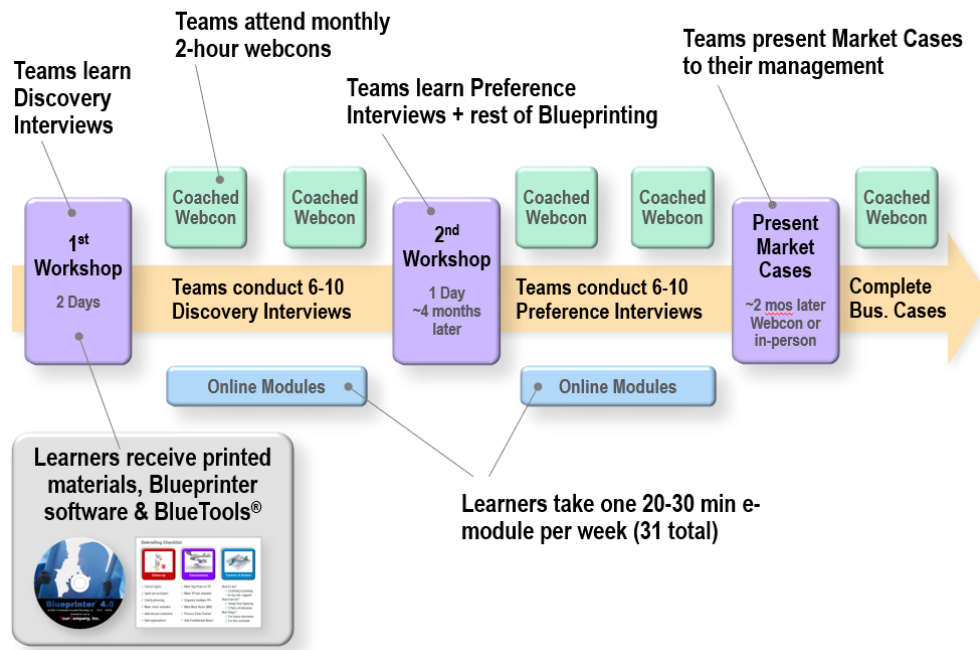


8. *KAI Psychometric*: A key element of product development is effective team problem-solving. Before the workshop, each team member completes the Kirton Adaption-Innovation psychometric, and then receives feedback to boost team effectiveness.

4. Training Methodology [\(TOC\)](#)

Have you seen "parachute" workshops... where the trainer drops in for a few days, and wishes the teams good luck at the end? Changing employee behavior requires *much* more. The AIM Institute has pioneered a highly-effective approach blending a) face-to-face workshops, b) self-paced e-learning, c) web-conference coaching, and d) advanced software & job aids.

Learning Blueprinting via the **Blended Workshop...**



A workshop group is usually comprised of 3-to-6 real-project, multi-functional teams, each with 4-6 members. If you have 15 or fewer total participants (a "small" workshop), a single AIM Trainer/Coach is used. For groups of 16-30 (a "standard" workshop), one AIM Trainer *and* one AIM Coach are engaged. The following timeline is typically followed:

1. *Pre-workshop:* A pre-workshop web-conference with team leaders is used to help them plan their project scopes.
2. *First workshop (2 days):* The AIM Trainer and Coach teach the Market Research and Discovery Interview steps... with extensive team breakout sessions for role-playing.
3. *3-4 Months between workshops:* Each project team conducts 6-10 Discovery customer interviews in its target market segment... with 2 or 3 coached, monthly web-conferences.
4. *Second workshop (1 day):* Teams data-mine their Discovery interviews and prepare for Preference Interviews. They also learn the remaining Blueprinting steps.

5. *Market Case*: We recommend you schedule a review where each team reports out on their Market Case. AIM trainers/coaches typically join via web-conference.
6. *Business Case*: The teams conduct Side-by-Side Testing, Product Objectives, Technical Brainstorming & Business Case. The AIM Coach provides guidance at monthly web-conferences, typically supported by someone in your organization.

5. Program Costs [\(TOC\)](#)

You will be invoiced for a reservation deposit when you schedule your initial workshop to cover the AIM Trainer & Coach time for this workshop. This deposit is applied to your first workshop invoice and is fully refundable if you cancel 60 days prior to the workshop ... but is otherwise forfeited. After this, you will be invoiced 1) when learner resources (software & e-learning access) have been sent to participants, 2) after the first workshop, and 3) after the second workshop. These invoices cover time, materials and expenses as follows:

- **Time**: \$4800 and \$3600 per day is charged for the AIM Trainer and AIM Coach, respectively (except Dan Adams, whose rate is \$6000/day). There is no charge for preparation time for KAIs, diagnostics, and planning, but web-conferences—and any added coaching you approve—is invoiced. Eight 2-hour monthly follow-up web-conferences are billed at 0.25 coach days each, for a total of 2 coaching days. For international workshops, a fee for one billable day of the traveling trainer is added.
- **Learner Resources**: The charge per participant is \$1395. This includes 1) *perpetual* access to the Blueprinting Center, with BlueTools™ aids, BlueHelp™ library and other resources, 2) one-year subscription to Blueprinter 5.0 (renewable afterwards at \$30/month/user, billed annually), 3) one-year subscription to 31 e-learning modules (renewable afterwards at \$15/month/user, billed annually), and 4) other resources, including Diagnostic, KAI's, and Starter Kits (sent to workshop location).
- **Expenses**: These are limited to out-of-pocket travel expenses for the AIM Trainer and Coach, and any international shipments of workshop materials.

Payment terms: Net 30 days with payment currency in US dollars. The amount invoiced by AIM must be paid in full without regard to any taxes imposed in the client's country.

The following examples show how these cost components are applied:

"Standard" Workshop for 25 participants: Learner Resources (\$1395x25=\$34,875) + AIM Trainer at 2 workshops (3 days x \$4800 = \$14,400) + AIM Coach at 2 workshops (3 days x \$3600 = \$10,800) + AIM Coach for 8, 2-hour webcons (2 days x \$3600 = \$7200) = **\$67,275 + travel expenses** (\$2,691 per learner)

"Small" Workshop for 15 participants: Learner Resources (\$1395x15=\$20,925) + AIM Trainer at 2 workshops (3 days x \$4800 = \$14,400) + AIM Coach for 8, 2-hour webcons (2 days x \$3600 = \$7200) = **\$42,525 + travel expenses** (\$2,835 per learner)

Cost Calculator: The following includes all costs over the first year except a) travel expenses, b) any international workshop fee (equal to one trainer-day cost), and c) any upcharge for Dan Adams as Trainer (extra 3 days for both workshops @ \$1200/day = \$3600 total)

# Learners	10	15	20	25	30
# AIM Trainers	1*	1*	2	2	2
Total cost	\$35,550	\$42,525	\$60,300	\$67,275	\$74,250
Cost per learner	\$3,555	\$2,835	\$3,015	\$2,691	\$2,475

*For workshops with 15 or fewer learners, a single AIM person fills both the Trainer and Coach roles.
(Adams doesn't serve as this Trainer/Coach due to scheduling difficulties for follow-up web-conferences.)

Subscription Renewals: Before the end of the first year, we'll check with you to see which subscriptions you'd like to renew (understanding your people's roles may have changed). The default is to automatically renew Blueprinting 5.0 cloud-based software and e-learning access, and ample time is provided for you to decide who should be renewed.

Adding or Substituting Learners: If an employee drops out of the training, you may transfer their Blueprinter software and e-learning subscription(s) to another employee within 90 days of the original training date. If you want an untrained employee to join ongoing Blueprinting training, you may purchase a full set of learner material for them. To maintain good learning standards, though, these "new" learners should: a) join an active Blueprinting team, 2) participate in a private one-hour AIM-coached orientation web-conference (cost = \$450), and 3) attend web-conferences and take e-learning modules.

Single Sign-On: At no extra charge, we can work with your IT department to provide your employees access to the Blueprinting Center through a SAML-based single-sign-on process.

Satisfaction Guarantee: If you are not totally satisfied with our services, you won't be asked to pay for our time invested. Materials in good condition may be returned for a full refund.

Thank you: We're grateful for your interest in New Product Blueprinting! You can learn more about our training in our private room, www.blueprintingprivateroom.com. Want to see how to set up a *very* successful first workshop? Visit www.blueprintingstartup.com to see timelines, roles at your company, and more. Please contact us with any questions at info@theaiminstitute.com.