

# Overview of **New Product Blueprinting**

**1. About The AIM Institute**

**2. Winning at Innovation**

**3. The B2B Advantage**

**4. Blueprinting Methodology**

**5. Implementing Blueprinting**

**Dan Adams**

President

The AIM Institute

[dan.adams@theaiminstitute.com](mailto:dan.adams@theaiminstitute.com)

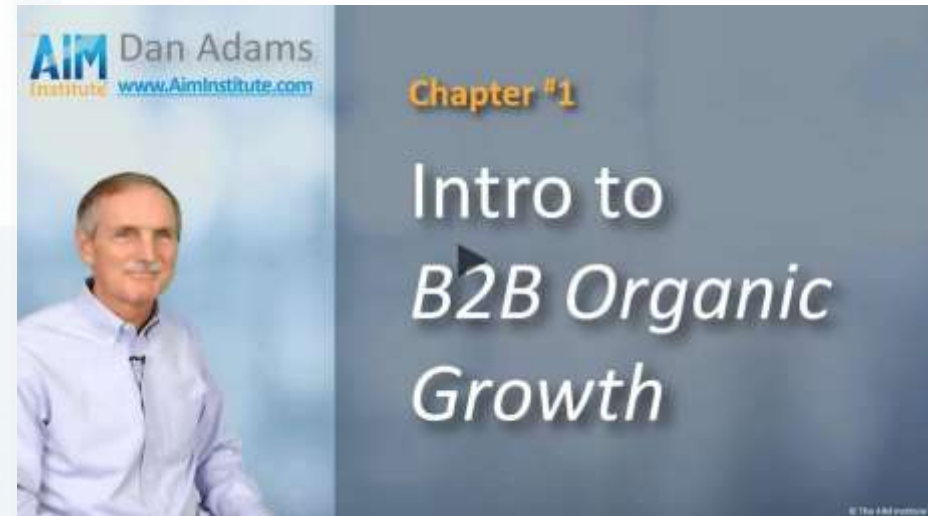
[www.newproductblueprinting.com](http://www.newproductblueprinting.com)

# Overview of **The AIM Institute**

- Focused on B2B Organic Growth since 2005
- 3 Free growth tools
  - B2B Growth Diagnostic
  - B2B MarketView (with B2B Index)
  - 16 FutureScenes® trends sheets
- Free learning resources
  - Research reports
  - White papers
  - E-books
  - Video series
- [www.theaiminstitute.com](http://www.theaiminstitute.com)

**Top Recommendation**

[www.b2bgrowth.video](http://www.b2bgrowth.video)  
50 Free 2-minute videos



**Receive one daily or weekly**

# Overview of **New Product Blueprinting**

- New Product Blueprinting
  - Complete B2B front-end-of-innovation
  - Also LaunchStar® & Minesweeper® De-risking
- 70% of business with Fortune 500
  - Workshops on 5 continents (9 languages)
- Blended learning approach:
  - AIM trains users on real projects
  - All tools at Blueprinting Center...
    - Blueprinter® software
    - BlueHelp® knowledge center
    - BlueTools® support aids
    - 31 e-Learning modules
    - In-team coached web-conferences
    - Practitioner & Blue Belt certification
  - Satisfaction guaranteed



2/3<sup>rd</sup>s rate our  
workshops in  
**“Top 10%”**  
ever taken

# Some Independent Research...



**Front End**

**25% Success Rate**



A blue-tinted photograph of a long industrial corridor with rows of large, cylindrical storage tanks on the left and a walkway on the right.

# Manufacturing

(with Six Sigma Success)

3 Defects per  
**1,000,000**  
Attempts

An orange-tinted photograph of a laboratory setting. A beaker is being filled with a yellow liquid from a graduated cylinder. In the foreground, there is a small dish containing a white powder.

# New Product Development

3 Defects per  
**4**  
Attempts

**How long can this continue?**

1. Does your company have bright R&D people?
2. Do your competitors have bright R&D people?
3. Then how will *your* company win?

Competitor  
A



Your  
Company



Competitor  
B



Competitor  
C



Competitor  
D



What if your R&D worked only on problems that Customers truly cared about while competitors kept *guessing* what to work on?

# Two Innovation Problems to Solve...

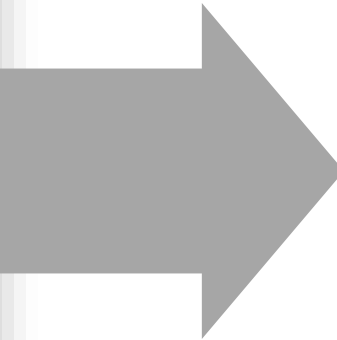
**Most underinvest here.  
*But it gets worse...***

**Cause of most failures**

## **Problem 1**

**What's the  
Right Question?**

**(Market Needs)**



**90% of project costs**

## **Problem 2**

**What's the  
Right Answer?**

**(Your Solutions)**

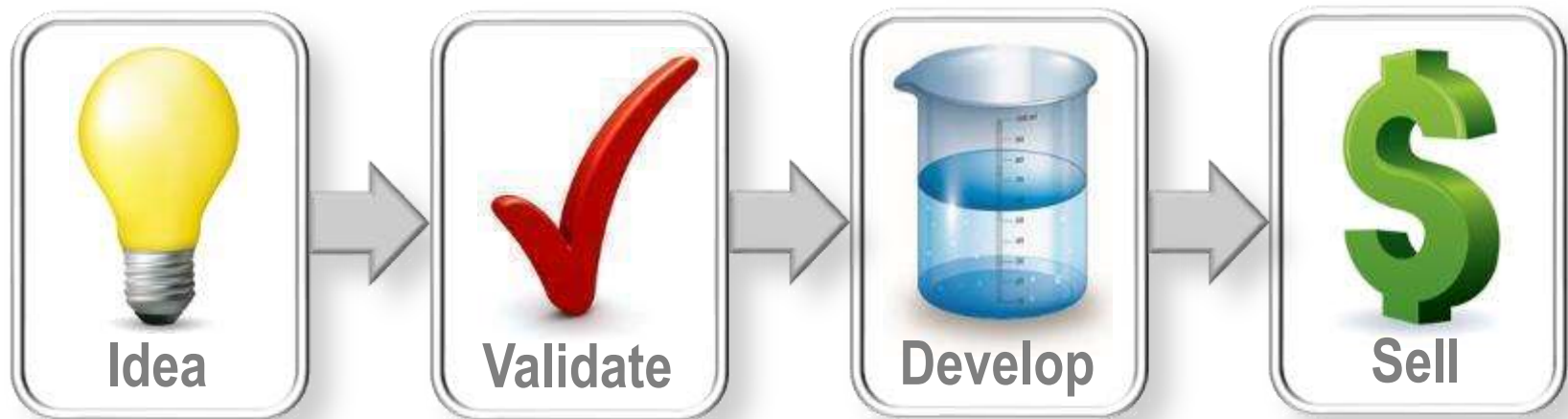
- 1. Which Problem consumes most of your innovation investment?<sup>1</sup>**
- 2. Which Problem leads to most new product failures?<sup>2</sup>**

<sup>1</sup> *Improving New Product Development Performance and Practices*, American Productivity & Quality Center, 2003

<sup>2</sup> The Conference Board, Adapted by Robert S. Cooper, *Winning at New Products*, from D. S. Hopkins & E. L. Bailey, "New Product Pressures" 1971

# Typical New Product Development Process

## Whose Idea?



**Yours ... or Your Customer's?**



# When do most companies check market needs?



One way to  
test market  
needs:

Launching  
products at  
customers



# Awkward Realities

Fresh insights on barriers to B2B Innovation

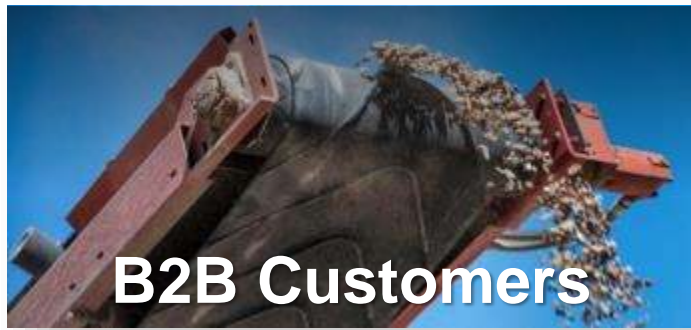


Dan Adams  
The AIM Institute

Weekly blog at [www.awkwardrealities.com](http://www.awkwardrealities.com)



**“You’ll love our next product!”**



can usually offer  
more insight than



## So What?

### 1. Knowledge

are able to help a supplier design better products.

### 2. Interest

are willing to help suppliers design better products.

### 3. Objectivity

make rational, stable & understandable decisions.

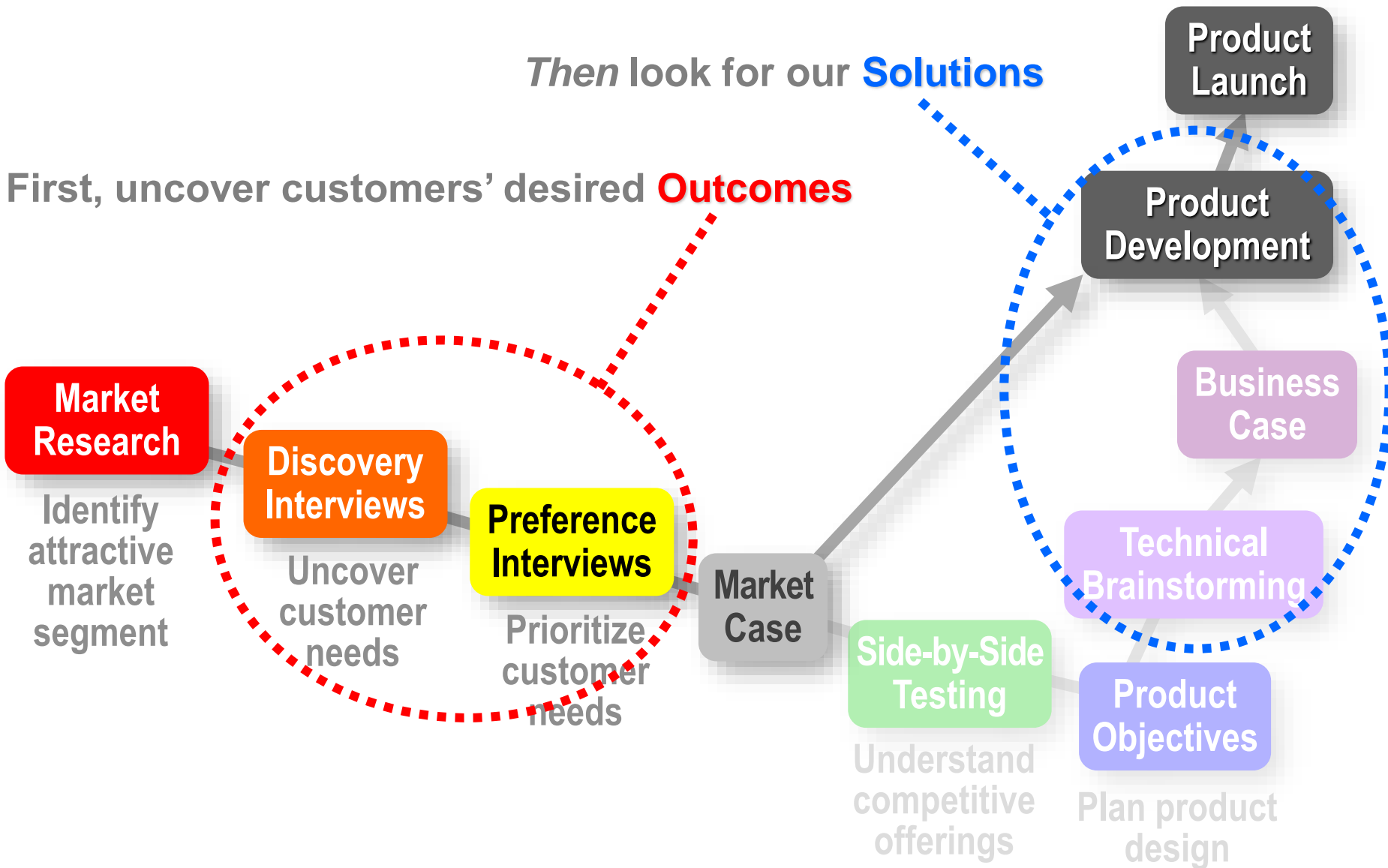
### 4. Foresight

can discuss their needs before seeing a prototype.

### 5. Concentration

can be directly *engaged*... and primed to buy later.

# New Product Blueprinting





# Customer Outcomes

... desired customer end-results

Increased abrasion resistance

Reduced maintenance costs

Faster operating speed

Reduced roller wear

Higher fill levels

Improved grease resistance

Quicker change-over time

Greater weight capacity

Less slippage with wet ore

1. Customer value is only created when an important, unmet **outcome** is improved.
2. Suppliers' only path to profitable, sustainable **growth** is customer value creation.

# The Science of B2B Customer Insight (New Product Blueprinting)

**1** Uncover all outcomes

**2** Understand relevance

**3** Define & set direction

**4** Prioritize outcomes

**5** Learn how to measure

**6** Identify satisfaction points

**7** Measure next best alternative

**8** Quantity value created

**9** Quantify value captured

**Discovery**

**Preference**

**Later Steps**

**Customer  
Outcomes**

1. No Consumer Research

2. Digital Projection

3. Customer Outcomes 1<sup>st</sup>

4. Entire Value Chain

5. Competitive Testing

6. Market-Driven Data

7. Customer-Led Interviews



Who would you rather have  
a long conversation with?



# 5 parts of Discovery Interviews (with **Blueprinter® 5.0** Software)

1. Current State

2. Problems

3. Ideal State

4. Triggered Ideas

5. Top Picks

**Blueprinter**  
software

Discovery Meeting  
with AIM Institute +  
and Premium Paint Company +

## Agenda

Introduction

Current State 2

Problems 8

Ideal State 8

Triggered Ideas 3

Top Picks 8

Next Steps

## Views

- Normal view
- 6 per page view
- 12 per page
- 36 per page
- Full Text

**Homeowners can't always  
clean food stain...**

TP MH  
votes 0

Homeowners can't always clean food stains like mustard or BBQ sauce off with typical household cleaners. We get a lot of complaints because these stains are very common... especially

**Some paints pick up dirt  
easily & that's...**

TP MH  
votes 0

Some paints pick up dirt easily & that's a problem. The dirt is mostly airborne. A really bad paint is a magnet for this type of dirt. We've learned that's a real problem,

**Sometimes newly-painted  
windows stick ev...**

TP MH  
votes 0

Sometimes newly-painted windows stick even though they seem dry. The accepted industry standard is 24 hours, but only about half the paints consistently meet this. It varies

**Customers want paints that  
cover anything**

TP MH  
votes 0

Customers want paints that cover anything in one coat! If we could provide this, it would be huge win. Hide anything... regardless of color of the underlying paint.

**We'd like to see a paint that  
has really...**

TP MH  
votes 0

We'd like to see a paint that has really good scratch resistance. It shouldn't show scratch marks from any sharp object... things like that. We hear this complaint fairly often

**If the paint does settle with  
time, you'...**

TP MH  
votes 0

If the paint does settle with time, you've got to be able to remix it by hand in a couple of minutes. Ideally, we'd like a paint that never needs to be stirred or mixed. Throw all those

**People are getting busy &  
hiring more co...**

TP MH  
votes 0

People are getting busy & hiring more contractors... so anything we can do to make our paints more attractive to contractors is a good thing. Really fast application is one

**As populations age, we will  
see more peo...**

TP MH  
votes 0

As populations age, we will see more people afraid to climb up on ladders. So it will be important for future paints to be applied with long rollers and other devices.



## Opening

The moderator leads the opening of a Discovery Interview.



Watch for these points:

1. Purpose
2. Projector
3. Agenda



# Blueprinter 5.0

## Preference Noteboard

Preference Meeting  
with The AIM Institute  
and Premium Backup (Ratings done)

## Agenda

- 1 Outcome Rating
- 2 Measuring Outcomes
- 3 Must-Haves
- 4 Top Outcomes
- 5 Other Information

Next Steps  
Export to PDF

### How **Satisfied** are you today with your capability to... **MINIMIZE TIME REQUIRED TO REMOVE FOOD STAINS FROM PAINTED SURFACE**



**Totally  
unsatisfied**

Our  
performance  
here is seen as a  
major deficiency

**Unsatisfied**

Our  
performance  
here is seen as  
deficient

**Barely  
Acceptable**

Barely meeting  
customer needs  
or our process  
needs

**Good**

Meeting most  
customer needs  
or our process  
needs

**Totally satisfied**

If we were any  
better here, it  
would not help us  
at all

Comments

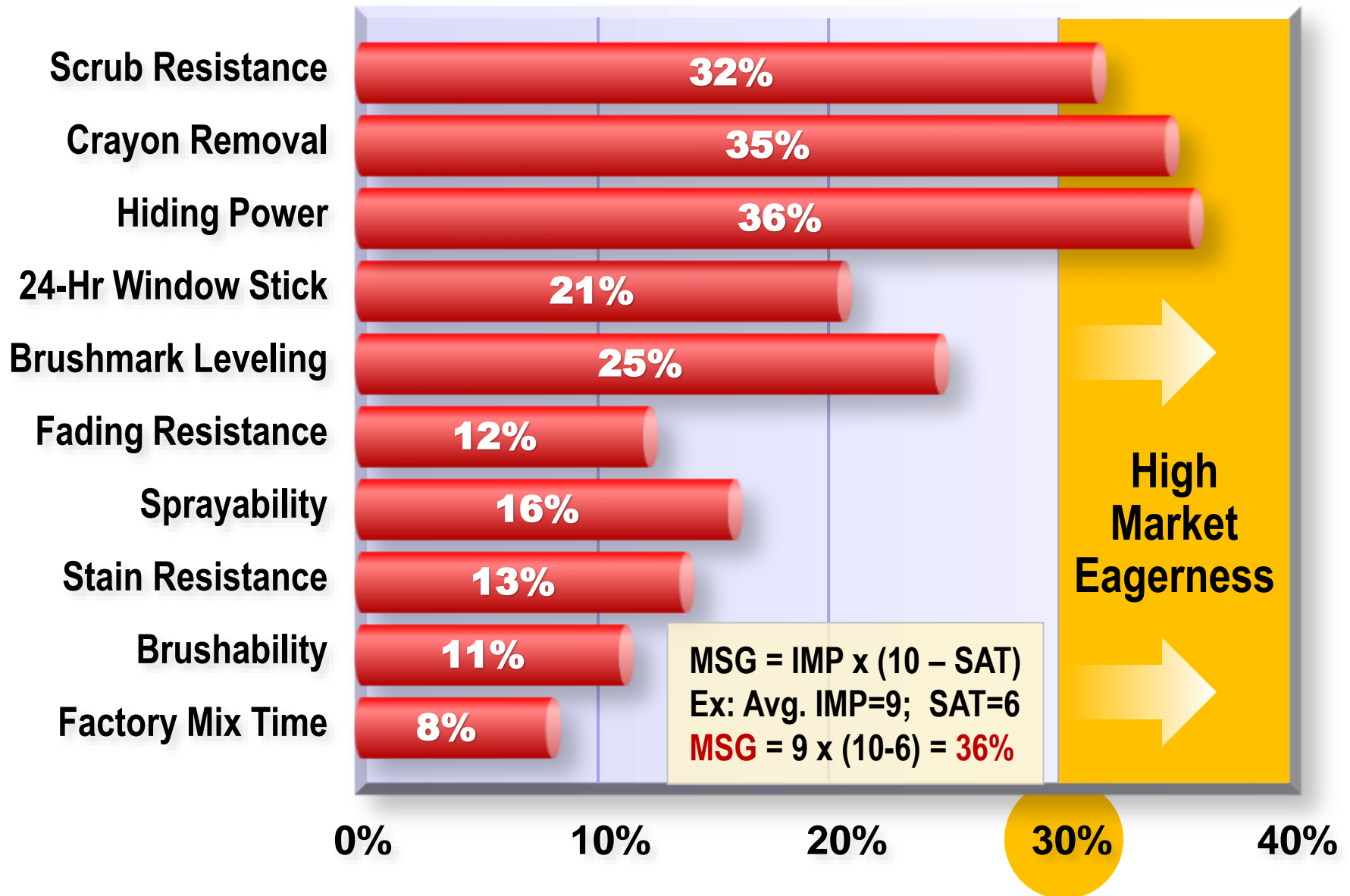
< Previous

Done

	Outcome Name	Importance	Satisfaction
	Scrub Resistance	8	6
	Hiding Power	7.5	7
	Brushability	5	9
	Fading Resistance	7	10
	Stain Resistance	5	9
	24-Hour Window Stick	10	9
	Sprayability	4	7



# Market Satisfaction Gap



# Eliminating innovation errors...

**Diverge**

to all potential customer outcomes



**Qualitative Discovery Interviews**

**Converge**

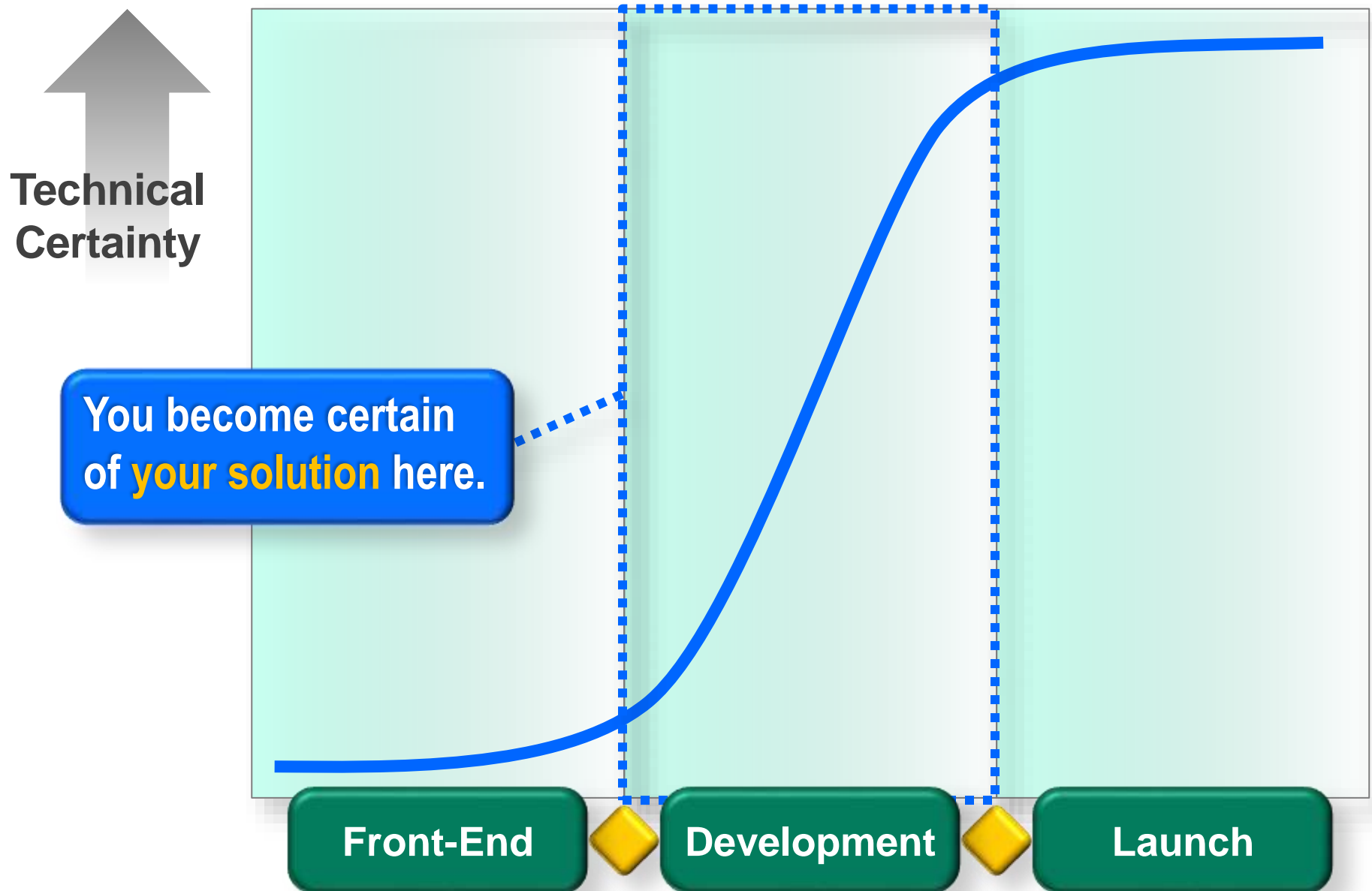
to important, unsatisfied outcomes



**Quantitative Preference Interviews**

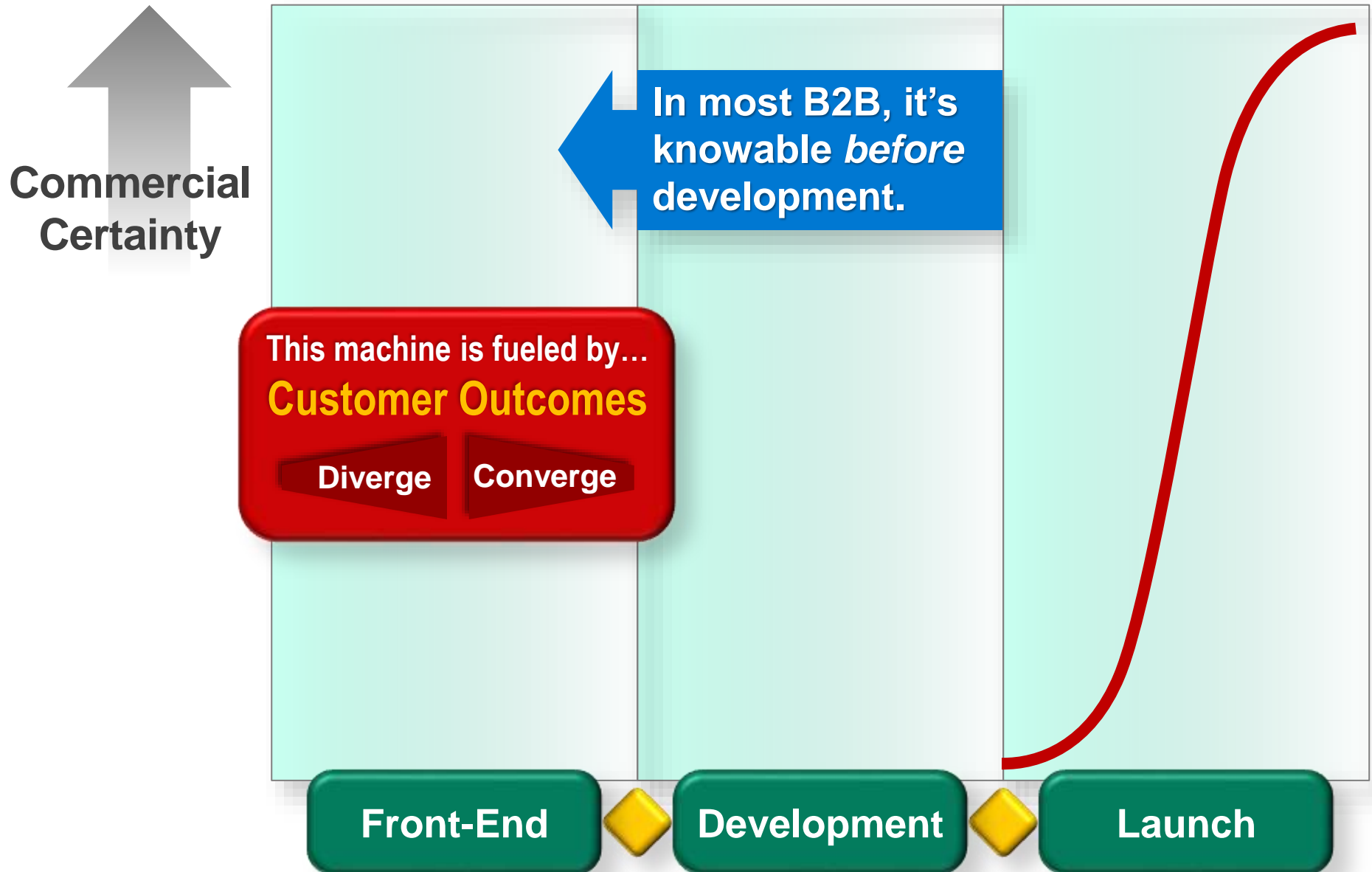


Q: When do you resolve your **technical** risk?



Q1: When do you resolve your **commercial** risk?

Q2: What if you built a **Certainty Time Machine**?



# But does it *work*?

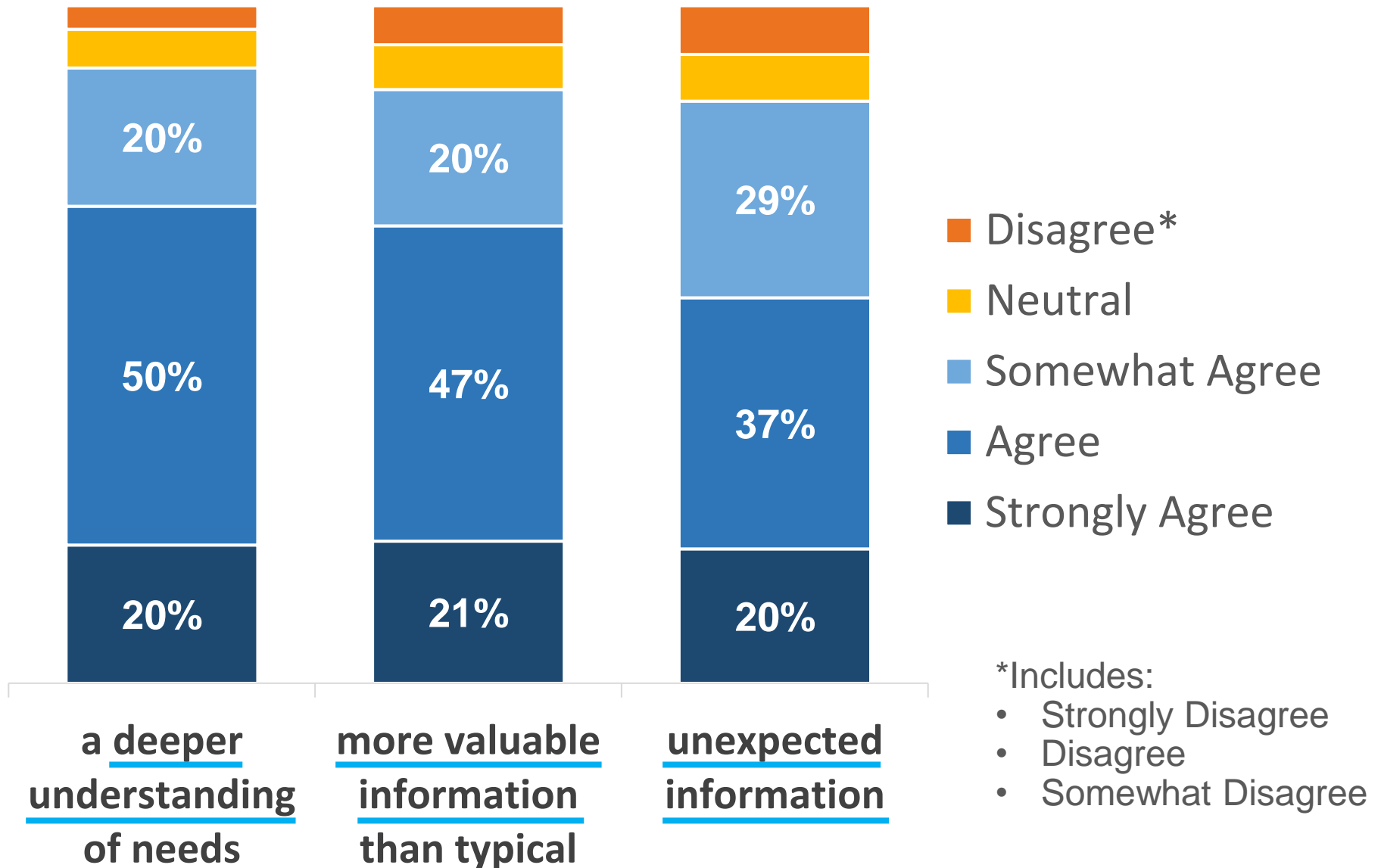
Research from The AIM Institute

Download at

[www.aimwhitepapers.com](http://www.aimwhitepapers.com)

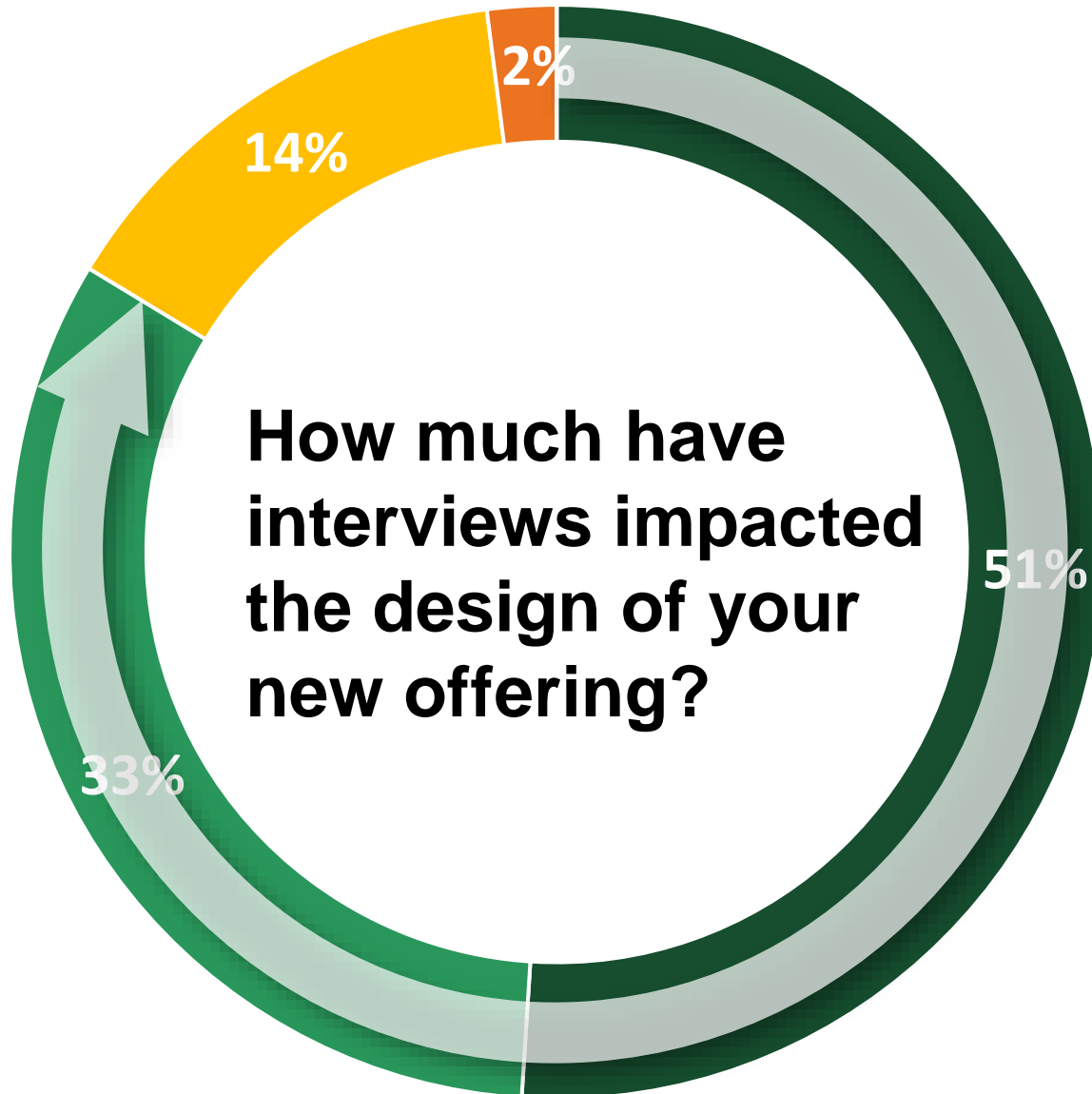


# As a result of Discovery interviews, we gained...





# Impact of interviews on product design



5 of 6 teams don't understand needs

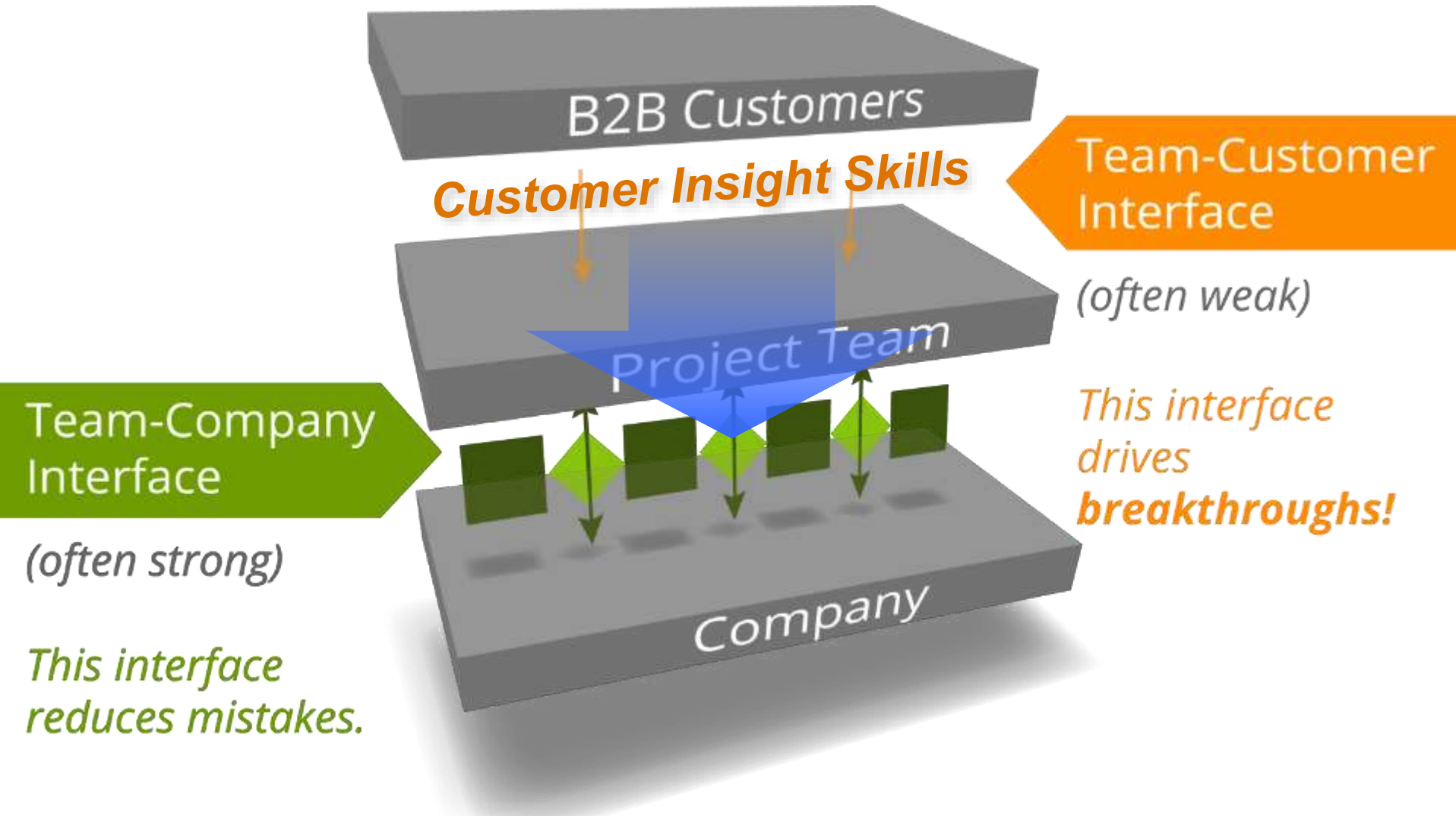


1 Yes, 5 No's

- Great Impact
- Significant Impact
- Moderate Impact
- Slight Impact
- No Impact

# What Stage-Gate® does—and does not—do<sup>1</sup>

Blueprinter® data can now flow into your stage-gate system

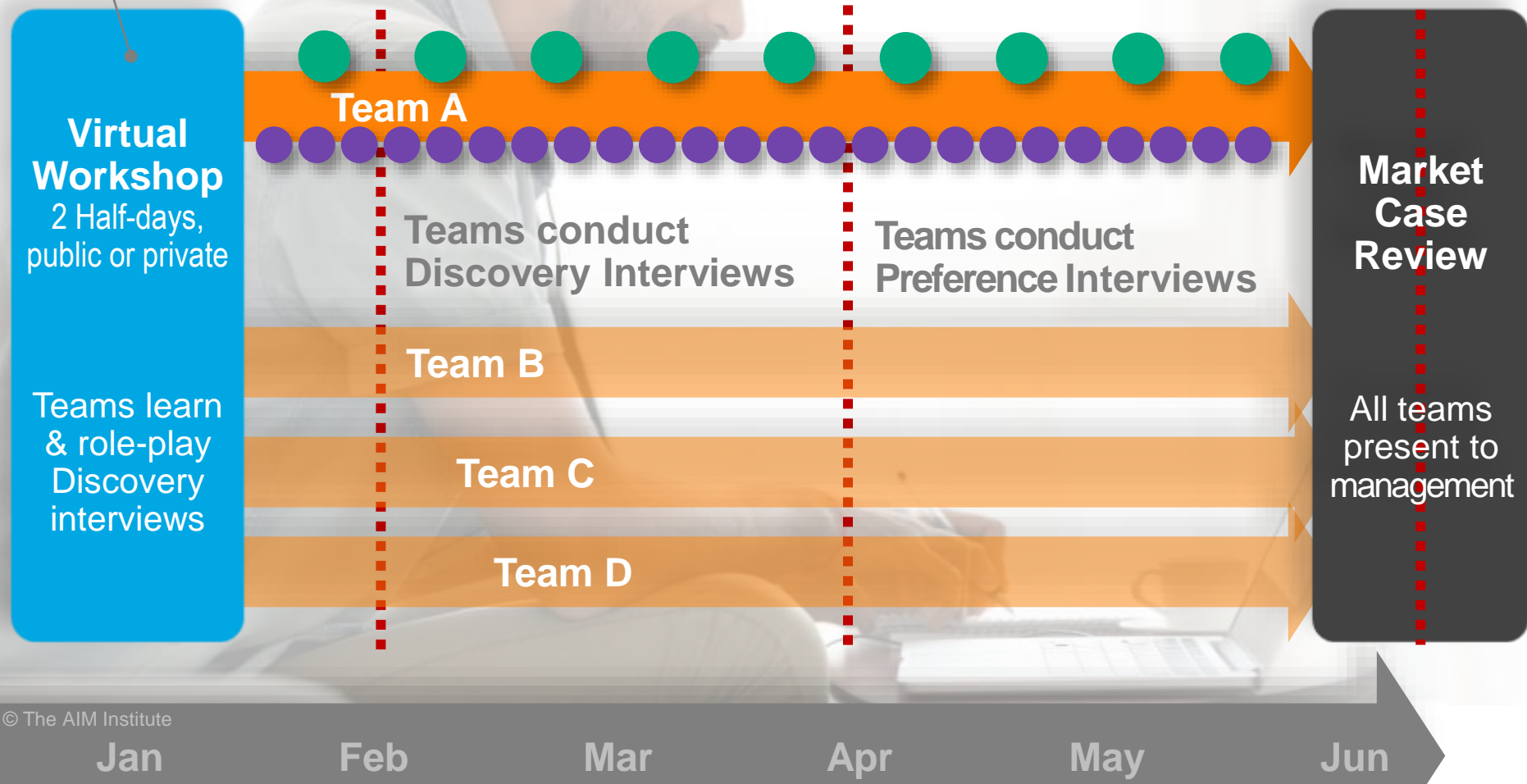


<sup>1</sup> Stage-Gate is a registered trademark of the Product Development Institute

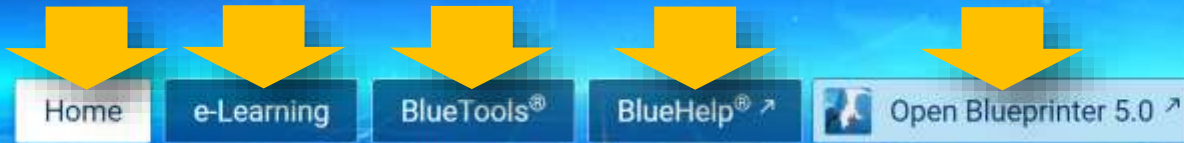
# New Product Blueprinting training...

Learners access  
e-learning, tools  
& software

- Weekly self-paced e-learning
- In-team AIM webcon coaching
- ⋮ All teams report their progress



# Blueprinting Center



+ New Project

FILTER PROJECTS:



## My Projects

## Team Leader

## Last Edited

## Cloud Sync Status

DEMO: Acme Packaging	Mark Allen	Oct 1, 2020	✓ Synced
Wood Floor Coating	Nathan Bell	Apr 18, 2021	✓ Synced
Oil Pipeline Coating	Dan Adams	Apr 17, 2021	✓ Synced
Railcar Coating	Jason Buckly	Apr 17, 2021	✓ Synced
Bridge Coatings	Jeff Forbes	Apr 17, 2021	✓ Synced
Semi-gloss Home Paint	Team Leader	Apr 17, 2021	✓ Synced
Auto Dashboard Coatings	Meg Wheaton	Apr 17, 2021	✓ Synced
Guardrail Coating	Tim Jones	Feb 27, 2021	✓ Synced
Parking Deck Coating	Dan Adams	Feb 17, 2021	✓ Synced





	Trial	Individual	Team	Business	Hi-Growth
	See if Blueprinting is right for your business in two 4-hour virtual sessions. If it is, you can... <a href="#">MORE</a>	Perfect if your company can give you in-house Blueprinting coaching. This plan provides... <a href="#">MORE</a>	For 1-2 project teams from a small company... or for a large company wishing to pilot Blueprinting with 1-2 real projects.	<i>Most popular plan:</i> For the business ready to apply Blueprinting to 3 or more real projects and change its innovation culture.	Like the <i>Business</i> plan... except AIM works closely with your executive team. Best when mediocre growth is not an option.
	<a href="#">REGISTER</a>	<a href="#">CONTACT US</a>	<a href="#">CALCULATE COST</a> <a href="#">GET STARTED</a>	<a href="#">CALCULATE COST</a> <a href="#">GET STARTED</a>	<a href="#">CALCULATE COST</a> <a href="#">GET STARTED</a>
Virtual workshop type	Public (Virtual only)	Public (Virtual only)		Private (Virtual or in-person)	Private (Virtual or in-person)

**~\$10,000 for one project team. Includes...**

- 2 half-days of training at public workshop
- 12 hours in-team coaching for up to 1 year
- All resources for 4 people for 1 year
- Then lifetime access to Blueprinting Center
- \$39/mo/person for software after 1<sup>st</sup> year

[www.BlueprintingTraining.com](http://www.BlueprintingTraining.com)

**for training plans and costs**

#### Monday Master Classes

Two per-month open web-conferences  
Scott Burleson

Eligible for Practitioner certification

Eligible for Blue Belt certification