WHY BOL?

The Business Opportunity Lab is an experimental arena to identify, develop and test future-proof products and services that increase business value through sustainable innovations. We don’t just look at rapidly changing trends but are experts in following mid- and long-term developments that are or will become game changers for your industry. With this in mind our team helps you to improve and widen your value proposition.
Our process engages stakeholders and enables collaborative innovation leading to better results for you and society.

**BUSINESS OPPORTUNITY LAB – PROCESS**

**OBSERVE & UNDERSTAND**
- Identifying positive and negative impacts of the current business model along the entire value chain using the *handprint methodology*.
- Individual mapping of opportunity spaces as well as *critical stakeholders* that can help you to generate sustainable business for people, planet and profit.

**IDEOATE AND PROTOTYPE**
- We engage you and your stakeholders to innovate new business opportunities *collaboratively*.
- We take up your individual business challenge and connect you with *entrepreneurs* that can help you solve your issues at hand.

**TEST AND REPEAT**
- Based on your specific needs we get real customers and *future personas* to test your innovative value proposition and enter an iterative innovation process.

**RESULTS OF PROCESS**
- Employee and Customer Retention
- Increased Customer Focus
- Cost Savings
- Value Generation
- Resource Efficiency
We were impressed by the CSCP’s ability to outline sustainable business opportunities on the basis of our core business.” - Rolf Brunkhorst, Schüco International KG

“I am helping companies and institutions to discover their sustainable business potential”

“Innovation and sustainability are two sides of the same coin. In order to make products and services ready for the challenges ahead and therefore future-proof, we need to redesign them accordingly. I believe that therein lies the greatest opportunity for society and business alike.”

WHY CSCP?

We draw from over ten years of experience in creating innovations for society, business and planet. Following our unique stakeholder approach and using our vast international network, we make sure that external perspectives and ideas add value to your innovation process.

NEXT STEPS

Scaling-Up Innovations

After you have identified a unique sustainable business opportunity we support you in scaling it up. For example by:

- constructing a strategic product portfolio
- hosting innovation and transition events for you and your clients

REFERENCES

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