



Innovation Case Study

**Building the Innovation Portfolio
Client – Global Pharma Major**

Building the Innovation Portfolio – Health & Wellness

- **Project:** The organization wanted to identify opportunities that would help take the organization into the future – Build the innovation portfolio
- **Innovation Challenge:** The key elements that formed the scope of this project were – Understanding Health & Wellness Trends using Ethnography as a mechanism and then identify opportunities and build the “innovation portfolio”
- **Process:** BMGI worked with the team tasked with this challenge and provided inputs on the following:
 - Mechanism for identification of innovation opportunities
 - Designing Ethnography studies
 - Collating insights for building the innovation portfolio
- **Results:** Several opportunities identified with early directions for ideation

Health & Wellness Areas

1. Pollution Protection
2. Stress
3. Old Age Problems
4. Healthy Nutrition
5. Ayurveda
6. Wellness
7. Sanitation

....Building the Innovation Portfolio – Health & Wellness

Sample Output: Pollution Protection

Information	Opportunity	Consumer Promise
<p>Of 132 countries whose environments were surveyed, India ranks last in the 'Air (effects on human health)' ranking.</p> <p>Levels of fine particulate matter are one of the major contributors.</p> <p>Particulate matter is one of the leading causes of acute lower respiratory infections and cancer in India</p>	<p>Prevent particulate matter entering the body while breathing</p>	<p>A product that works fast to quickly remove relevant pollutants</p> <p>A product that prevents pollutants from entering the body without causing discomfort to the user</p> <p>A device that captures air pollutants</p>