

One Billion Idea

Focusing on your success!

Customer Empathy Map



PAINS
fears
frustrations
obstacles

GAINS
wants/needs
measures of success
obstacles

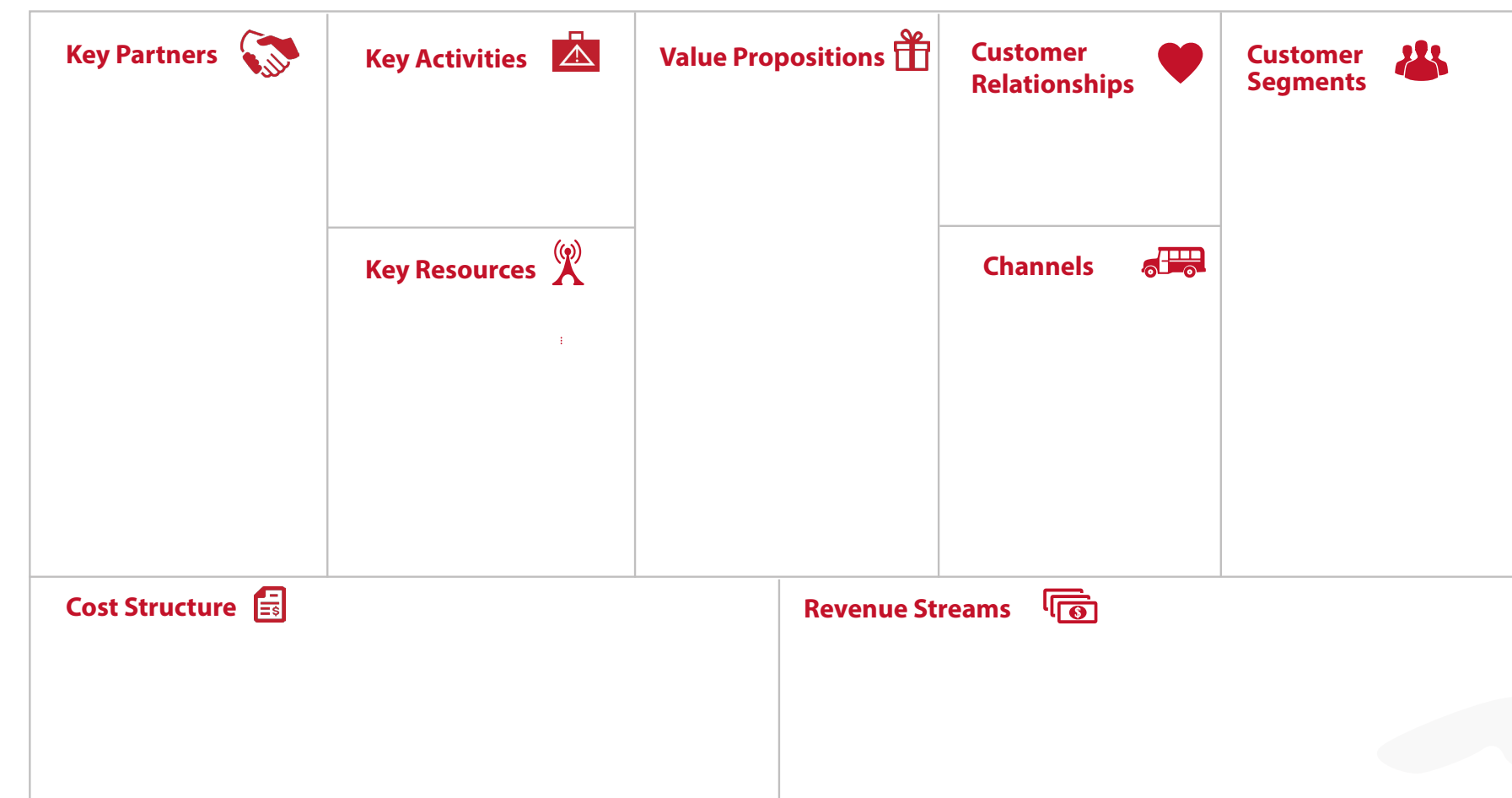
We will either find the way or create one for You!

SOSI - C'TAC™ Philosophy

Simplicity:

1. You need to put a **very high value** on simplicity.
2. You must be **determined to seek** simplicity.
3. You need to **understand** the matter very well.
4. You need to **design alternatives and possibilities**.
5. You need to **challenge and discard** existing elements.
6. You need to be prepared to **start over again**.
7. You need to **use concepts**.
8. You may need to **break things down into smaller units**.
9. You need to be prepared to **trade off other values** for simplicity.
10. You need to know **for whose sake** the simplicity is being designed.

Business Model Breakthrough



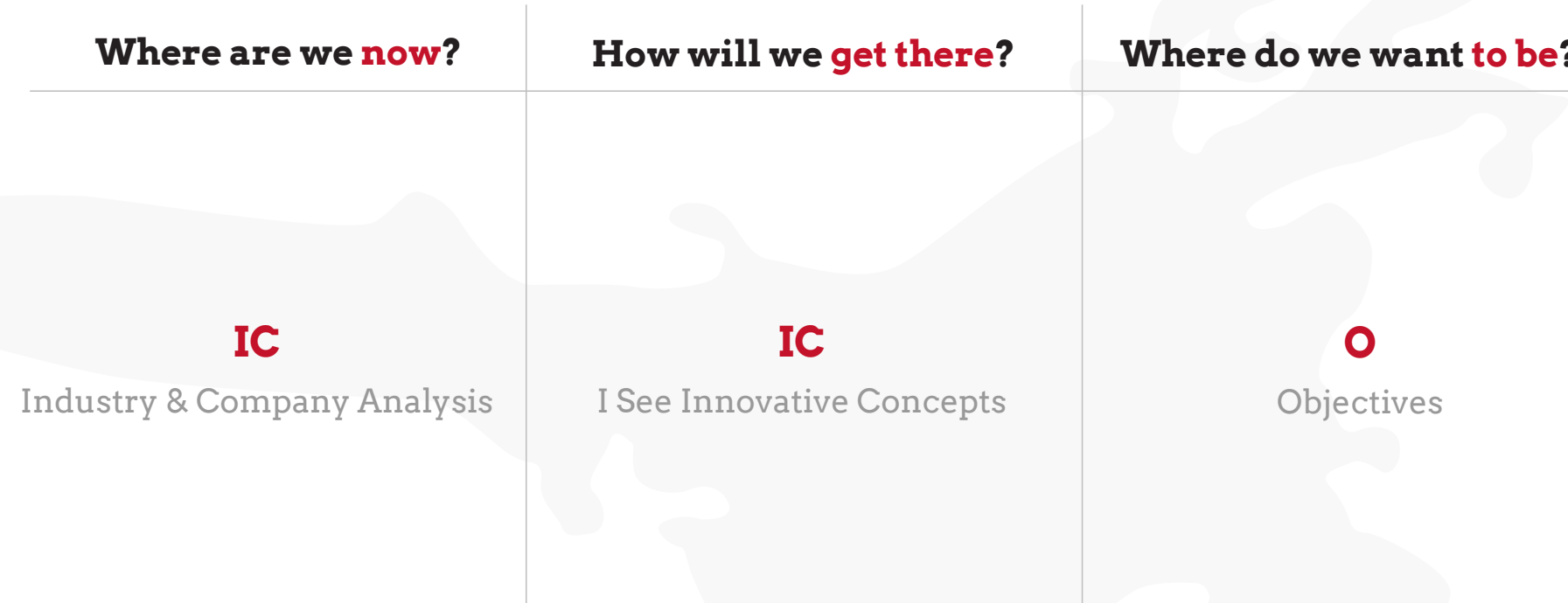
Buyer Utility Map

The 6 Stages of Buyer Experience Cycle

	Purchase	Delivery	Use	Supplements	Maintenance	Disposal
Customer Productivity						
Simplicity						
Convenience						
Risk						
Fun and Image						
Environmental Friendliness						

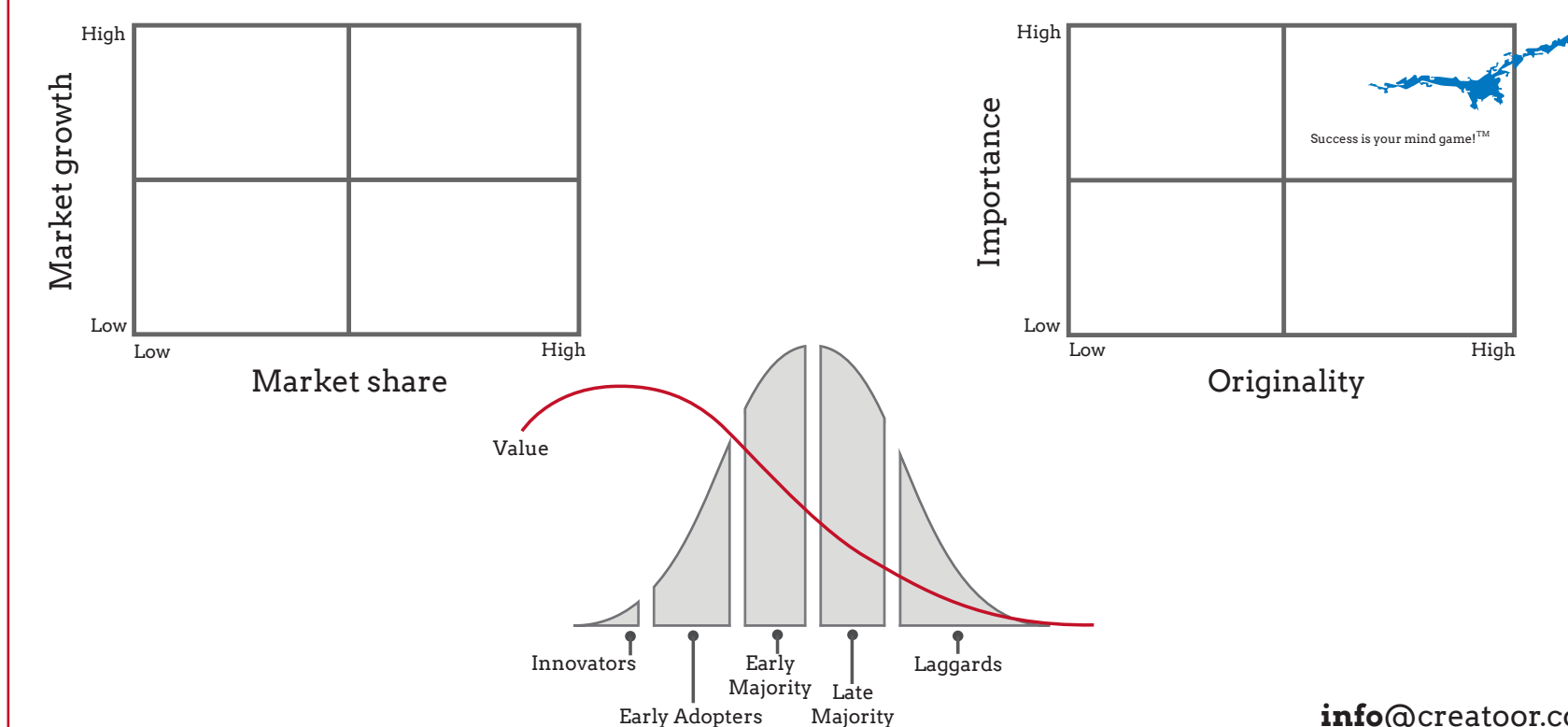
● Current Industry Focus ● Blue Ocean Offering

Breakthrough Business Strategy Design



Breakthrough strategic concept will _____ (verb) _____ (target customers). It _____ (declaration of advantages).
Our breakthrough execution _____ (the reasons why). The tone of our brand/company is _____. Company/brand personality that supports the concept is _____.

We provide **originality, ideas, and strategic insights**



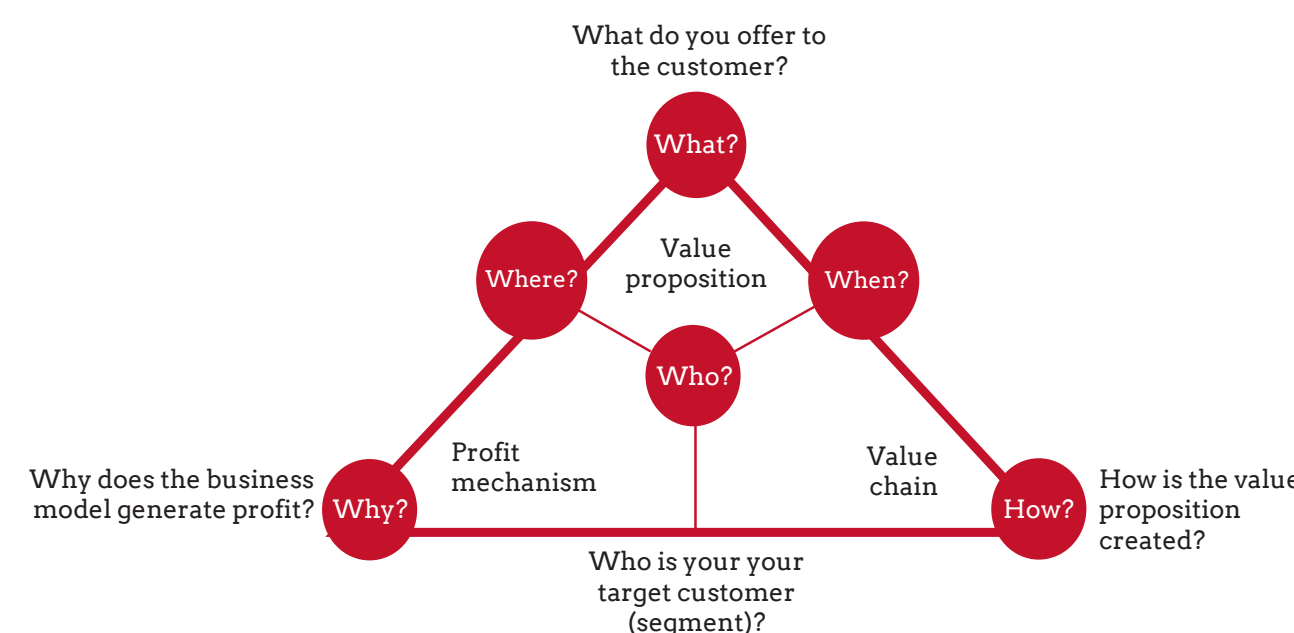
USP - Unique Selling Proposition

KSF - Key Success Factors

- The Right **Leader** +
- The Right **Mindset** +
- The Right **Vison** +
- The Right **Team** +
- The Right **Thinking** +
- The Right **Environment** +
- The Right **Reason** +
- The Right **Time / NOW**

Kiss³

Keep It **S**hort, **S**imple, **S**tupid, and **S**mart



EXCELLENCE =

Smart + **Breaktrugh** + **Memorable** + **State-of-the-art**
GOAL + **IDEA** + **MESSAGE** + **EXECUTION**

SMART (Specific, Measurable, Achievable, Realistic, Timely).

Being smart is an art!

Volvo = **Safety**

Nike = **Just Do It**

Rolex = **Prestige**

Creator = **Breakthrough!**

(Your company) = _____

Qualifiers - How do we qualify for the business: _____

Order Winners - How do we win the business: _____

Non-issues - things we do that do not create value: _____

Boost your business! +386 (0)4 25 11 020

= **The Right Result**