

Taking the Risk Out of Product Delivery



*A discovery workshop to help
businesses avoid the lethal pitfalls
of new product delivery*

Stephen
Rowe & Associates

créor group™

Workshop Description

This experienced-based workshop is designed for participants of any discipline involved in new products or services.



Developed by consultants Bob Eminian of Creor Group and Steve Rowe of Stephen Rowe & Associates, it helps companies take the risk out of delivering solutions to market.

Drawing on experiences with clients and employers, the principals guide participants through interactive discussions of lethal pitfalls in planning, engineering, manufacturing, marketing, and sales, solutions and examples.

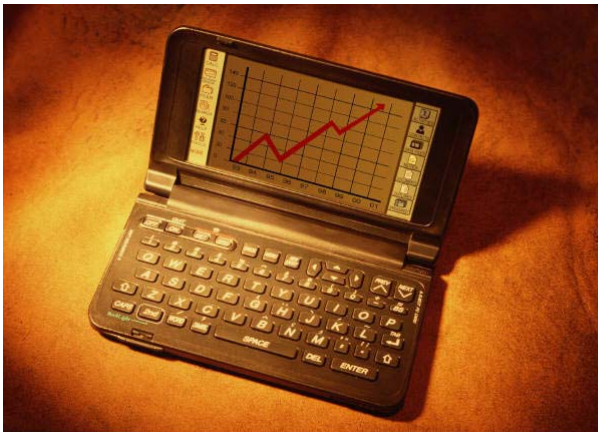
This outstanding workshop and consulting solution will help you identify areas requiring attention, prepare your organization's new product delivery for maximum performance, and lead to better resource utilization, increased revenue, and higher investment returns.

Who Needs this Workshop?

Small to mid-size companies that are ready for a quantum leap in sales and growth or breakout divisions of larger established businesses will find this workshop most useful.

Businesses that have recently implemented cross-functional product development teams or are beefing up marketing programs, will find that this workshop can help manage the change process.

If your business has experienced explosive growth and your processes have failed to keep up, the workshop and consulting services can help you stay ahead of the wave.



Initially developed with high-tech and software companies in mind, the experiences and lessons are valuable to most any business-to-business operation.

What are the Benefits?

To meet the challenges of product delivery it's key to have a well-trained team ready and energized to win the race.



With this workshop as a foundation for success, your team will benefit from improved communication and efficiency. Your business will see results in more effective product development, launched on time, and with a higher ROI.

Effective processes coupled with appropriate planning creates the greatest benefit. Identifying the highest ROI effective launch plans, preparing the organization to sell, and anticipating the reactions of customers and competitors are just a few of the benefits our workshop enables.



What's Included?

- Pre-workshop preparation meeting
- Pre-workshop participant survey
- Interactive Workshop Format*
 - Full day breakout team format
 - Up to 10 participants
- Workshop Materials
 - Product Delivery Process Presentation
 - Lethal Pitfalls
 - Case Studies
 - Lethal Pitfalls Reference Card
- Post-workshop summary report
- Follow-up Recommendations
- Post-workshop review and next steps planning

* Workshops can be conducted at an off-site venue convenient to the participants, additional fees may apply.

The workshop format can also be adjusted to accommodate the time available and number of participants.

Workshop Materials

Each workshop includes the following:

Workshop Participant Survey

This helps to identify and rank the most lethal pitfalls prior to the workshop, determine their severity, and encourage participants recall examples.

Lethal Pitfalls Reference Card

A convenient reference card for the cubical wall or procedures binder, it is a quick reference to pitfalls, causes, and effects.

Post-Workshop Report

A comprehensive report documenting the discovery workshop including causes, effects, possible solutions, and recommendations.

Workshop Materials

Product Delivery Needs a Process

pitfall n a hidden or unforeseen source of danger
<pitfalls that trap the unwary explorer>

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Product Delivery Process Review

An interactive presentation of the product delivery process identifying the most lethal pitfalls made by businesses today.

Lethal Pitfalls

A discussion of lethal pitfalls, common causes, effects, and possible solutions in the context of the participants business.

Solution Project Overload

- Start with a clear goal
- Develop a development resource plan
- Monitor the progress and watch for overruns
- Automate processes and utilize work efficiency tools

Eleven Lethal Pitfalls: #7

Project Overload Heroics

Root Causes

- Diluting resources by adding too many new projects
- Market changes were not predicted
- Misalignment of available resources
- Management expects it

Results

- All projects become late to market
- Teams burn out/morale declines
- Leaks are only plugged never patched
- Wrong projects are developed
- Disastrous impact on bottom line

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Case Study – Project Overload Heroics

Pre Remedy

- 60 product launches in 18 months were scheduled by market
- Design teams had multi-product simultaneous development, each with their own problems
- Almost no products came on time
- Most failed to gain market and return revenue

Eleven Lethal Pitfalls: #7

Case Study #7
Project Overload Heroics

Company: Advanced Cell Systems, Inc., Biopharmaceutical Division
Date: 10/20/02

Company Profile
Advanced Cell Systems (ACS) is a pharmaceutical manufacturer headquartered in San Diego, CA. During the 1990's ACS had a market capitalization of over \$1 billion and a strong pipeline of drug patents.

On August 1992, 1 year after launch, ACS launched its first marketed product (PC) and ACS began to shift emphasis to existing drugs for the next year. The year included the transfer of product development from ACS to a third party. The new division was managed by a third party. The division was the largest ever run by ACS at the time. The division was managed by a third party. The division was managed by a third party.

By 1992 ACS was responsible for developing and marketing ACS's 10th year for market range. The division was managed by a third party. The division was managed by a third party.

Public Description
The project was a multi-product development project. The project was managed by a third party. The project was managed by a third party.

Root Cause
The root cause of the project failure was the lack of resources. The project was managed by a third party. The project was managed by a third party.

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Case Studies

Selected case studies are used in discussions to help participants learn from examples while developing their own solutions.

Typical Agenda



The workshop format is flexible and can be adapted to the needs of the participants.

1-hour presentations, half-day tutorials, or full-day interactive workshop experiences are possible.

The agenda shown below is a full-day workshop.

Part I. Uncovering Your Pitfalls

Introductions and expectations

The product delivery process and the most common pitfalls

Walk-through of a pitfall case study

Reviewing your top pitfalls

Part II. Developing Pitfall Solutions

Team breakouts to work on assigned pitfalls

Part III. Presenting the Solutions

Team presentations and discussion of identified causes, effects, and possible solution plans

Part IV. Summary and Wrap-up

Finalize top issues list and suggested next steps defined

How Much Will it Cost?

Workshop costs vary depending on the format, number of participants, location, and event charges.

Contact one of the Workshop Facilitators to discuss your needs.



Cost

- Variable based on number of seats per workshop and workshop format
- Workshop materials and event expenses are separately invoiced
- Travel expenses and per diem are invoiced separately if they apply

Terms

- 50% upon contract
- 50% upon delivery of Follow-up Report
- A portion of the Workshop fees may be discounted from follow-on consulting that commences within 90 days

Workshop Facilitator



Bob Eminian
Marketing and Sales

Mr. Eminian is the marketing and sales facilitator for the workshops and follow-on consulting. He is a 20 year business-to-business marketing veteran with diverse experiences in semiconductor, electronics systems, enterprise software, and e-commerce industries. Bob is a marketing consultant and principal of Creor Group.

He helps businesses implement his Oprian™ marketing method, a three-decision-gate approach to marketing and the Product Passport™, Creor Group's closed-loop product launch process. He also conducts marketing process optimization workshops and assists technology-related companies with market research and organizational development. With Creor Group associates, he delivers virtual design/web/PR agency services.

Bob has held executive positions at and worked with companies including Samsung, Cisco, Axon Technologies, Johnson Diversey, Empact Software, and WebQuote.com and is on the advisory board of AriaDNA Systems.

Follow-Up Marketing Services

Marketing Consultancy Practice

- **Optrian**™ decision-gate marketing method
- **Product Passport**™ closed-loop product launch process
- Marketing and Product Delivery Process optimization workshops
- Strategic market research
- Interim Marketing Management / CMO

Partner Agency Services

- Collateral, Graphics Design, Branding
- Advertising
- Website Design, eNewsletters,
- Broadcast Media
- Direct Marketing, Tradeshow, Events
- Copywriting, Public Relations

For more information or to arrange marketing and sales services, contact:



www.creorgroup.com



bob@creorgroup.com



877.774.4312, x811



408.248.4822



Creor Group, LLC
P.O. Box 110398
Campbell, CA 95011-0398

Workshop Facilitator

Stephen Rowe, Ph.D.
Business Planning
and Development



Dr. Rowe is the business planning and development facilitator for the workshops and consulting. An experienced leader in the product delivery process, he is a management consultant and principal of Stephen Rowe & Associates.

He helps high-tech companies navigate the challenges of technology strategies, product development processes, patenting, and raising capital.

Steve's clients include Kodak, Philips, Ricoh, Pitney Bowes, and Samsung Electronics. Prior to forming Stephen Rowe & Associates, Steve held executive positions at Xerox, IBM, and Pricewaterhouse Coopers.

A published expert in innovation, he speaks frequently at industry conferences and holds 4 patents.

Follow-Up Management Services

Management Consultancy Practice

- New Business Planning and Development
- Product Development Process
- Technology Strategy
- Patent Strategy

Interim Management Assignments

- CTO
- CSO
- Board Director

For more information or to arrange management and product development services, contact:

**Stephen
Rowe & Associates**

www.stephen-rowe.com



srowe@stephen-rowe.com



408.867.2609



408.741.1438



19171 Allendale Avenue
Saratoga, CA 95070

To Learn More

Interested in learning more about this workshop or the consulting services of Creor Group and Stephen Rowe & Associates?

Contact a workshop facilitator or an authorized representative today.

Creor Group

Bob Eminian

877.774.4312

workshops@creorgroup.com

Stephen Rowe & Associates

Steve Rowe

408.867.2609

srowe@stephen-rowe.com

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