

Smallfry

BEYOND THE OBVIOUS

STRATEGY - DESIGN - ENGINEERING - INNOVATION - COACHING



We turn good ideas into great products and services.



What is innovation?

What is innovation?

Innovation is not...

Just problem solving.

//

You can't just ask customers what they want and then try to give that to them. By the time you get it built, they'll want something new.

Steve Jobs

What is innovation?

Innovation is not...

Just new ideas.

What is innovation?

“

The value of an idea lies in the using of it.

Thomas Edison

What is innovation?

Innovation is...

Strategic, holistic, and impactful.

“

Innovation is about connecting, not inventing. No idea will make a difference without building around it the networks that will support it as it grows, and the network partners with which it will ultimately flourish.

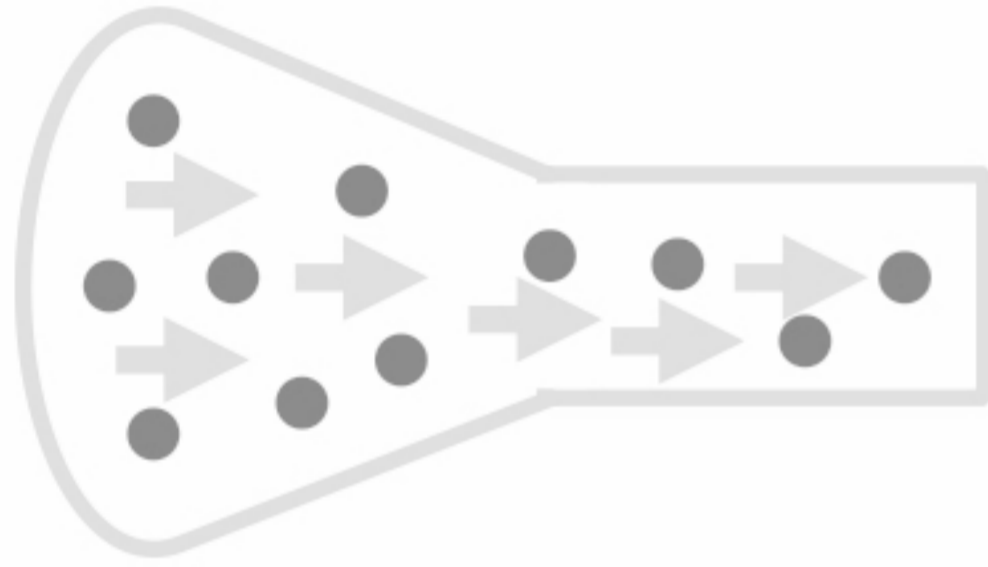
Andrew Hargadon

What is innovation?



Innovation requires strategy.

The Evolution of Innovation



Closed Innovation

Technical innovation pipeline inside of closed organizations aimed at producing new products



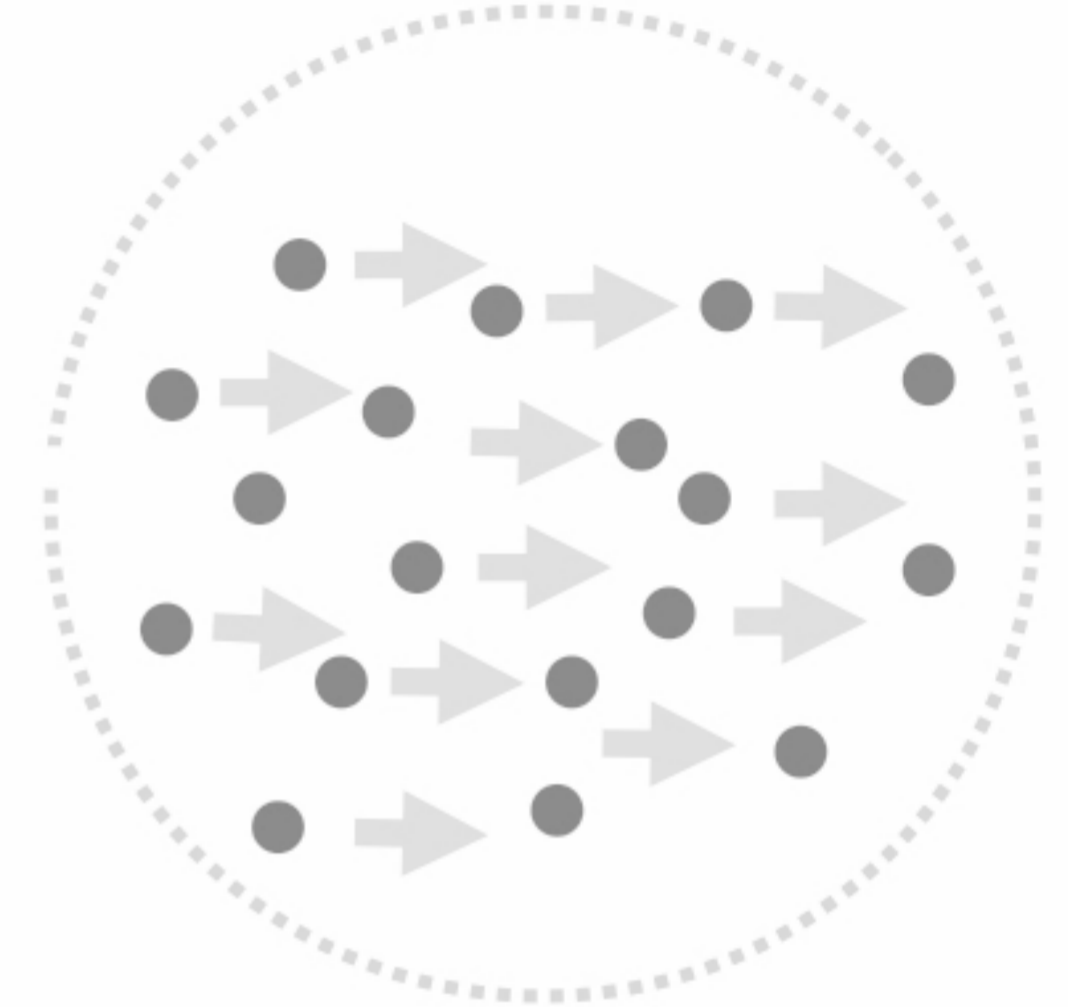
Open Innovation

Technical innovation open to external input and collaboration aimed at producing new products and services



Innovation Ecosystems

Capital and technology driven, startup focused, collaboration aimed at increasing economic competitiveness, jobs and GDP growth



Systems Innovation

Wholistic social and technical innovation, alignment across an ecosystem towards tackling wicked problems

Innovation comes from systems thinking.

“

The biggest revolution of the 21st century will not be the technologies, it will be about us and how we organise ourselves at scale to affect systems and I think this is the kind of central challenge that we face and for me this is our revolution... how we start to make those big shifts.

Indy Johar

Systems Thinking

Doing the right thing right



Understand the
System (mapping)



Find the right places
(leverage point)



You work with
others to guide



Linear Thinking

Doing the wrong thing right



You have a tool

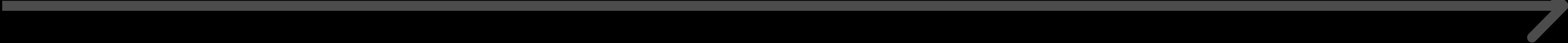


You tackle the problem
with your tool

The finite
vs
The infinite game

A finite game

- Known players
- Fixed rules
- Agreed upon objectives

-
- 
- Playing to beat those around them
 - Joy comes from comparison

"I win, you lose."

e.g Baseball

W Home 1 1 0 3 0 2 3 [10]

L Away 0 0 1 2 0 2 1 [06]

An infinite game

- Known and unknown players
- Rules are flexible
- Objective is to keep the game in play
- Playing to be better than they were yesterday
- Joy comes from advancement

“Taking meaningful action.”

“Doing the right thing for the long-run.”

e.g Innovation, sustainability etc.



Who are your unknown players?



The power of a catalyst.

WHO ARE SMALLFRY?

OUR SERVICES

We have over 50 years experience delivering holistic services across consumer, medical and industrial products. Our services include:

- Innovation strategy
- Management consultancy
- Trends & forecasting
- Consumer insight
- NDP
- Product design & development
- Product testing
- Design for manufacture



WHO ARE SMALLFRY?

OUR SERVICES

Our position as consultants, coaches and strategists, provides us a unique perspective allowing us to connect the dots through:

- Cross-industry innovation
- Human centered design
- Outside-in approach





Cross-industry innovation

CROSS-INDUSTRY INNOVATION

CASE STUDIES

Quanta home dialysis has revolutionised the process of kidney dialysis into a much more efficient and less obtrusive procedure. The core, cartridge based technology was based on technology from the soft drinks industry.

Similarly, we developed ferromagnetic detection system with Metrasens based on technology previously exclusive to MOD submarine radar systems.



try to help develop the
ty of their existing medical
implement radical
were serviced.



IC DETECTION SYSTEMS

Metrasens
tionary
remove

QUANTA SC+

HOME TREATMENT DIALYSIS



Client Info

Quanta DT

Quanta DT selected Smallfry to help develop the industrial design and usability of their existing medical device. Ambitiously aiming to implement radical changes in the way the products were serviced.

METRASENS

ADVANCED FERROMAGNETIC DETECTION SYSTEMS

design awards
2010
WINNER

Client Info

Metrasens

Smallfry partnered with Metrasens to develop a range of revolutionary metal detection systems that remove the risk of human error in hospital security. The award-winning product design brought an 800% increase in turnover within one year.





Human centered design

HUMAN CENTERED DESIGN

STRATEGIC APPROACH

We pride ourselves on our ability to understand the consumer in order to build strategies and products that are empathetic and impactful. We strive to balance **desirability, feasibility and viability.**

“Smallfry approach to product design was very different. They were truly customer focused and invested in concept development.” - M&S

**ARE YOU
PUTTING
THE
CUSTOMER
FIRST?**

DESIRABILITY
WILL PEOPLE LIKE IT?

FEASIBILITY
CAN WE MAKE IT?

VIABILITY
CAN WE AFFORD IT?

REALLY

USEFUL

INFORMATION



Outside-in approach

OUTSIDE IN APPROACH

STRATEGIC APPROACH

Our position as an external partner, allows us to remain objective in the face of new information. We pair this with our skills in strategy and design to build meaningful insights, systems and products for our clients that cut through the noise to deliver impactful results.

“Smallfry's view of our world has been so engaging for the contributing partners” - Keys group.

**HOW
CLEAR IS
YOUR
VISION?**



3 action steps.



A future goal.

Internal ingredients



A future goal.

Internal ingredients

A future goal.

External ingredients

Internal ingredients

Action 1.

Action 2.

Action 3.

A future goal.

External ingredients



**What action will you take
tomorrow?**

INNOVATION IS... **JOINING THE DOTS**

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Smallfry

