

W & A

**INNOVATION CONSULTING
IDEA DEVELOPMENT**



Mission

W&A Innovation Consulting is a company specialised in projects to develop innovative ideas.

We develop ideas for:

- (1) products
- (2) services
- (3) business models
- (4) marketing & communications

W&A thus supports organisations and individuals in successfully differentiating, accessing, and shaping new markets.



What we do

- Idea development in 5 steps

- analyse
- generate
- concretise
- improve
- evaluate

- Innovation consulting

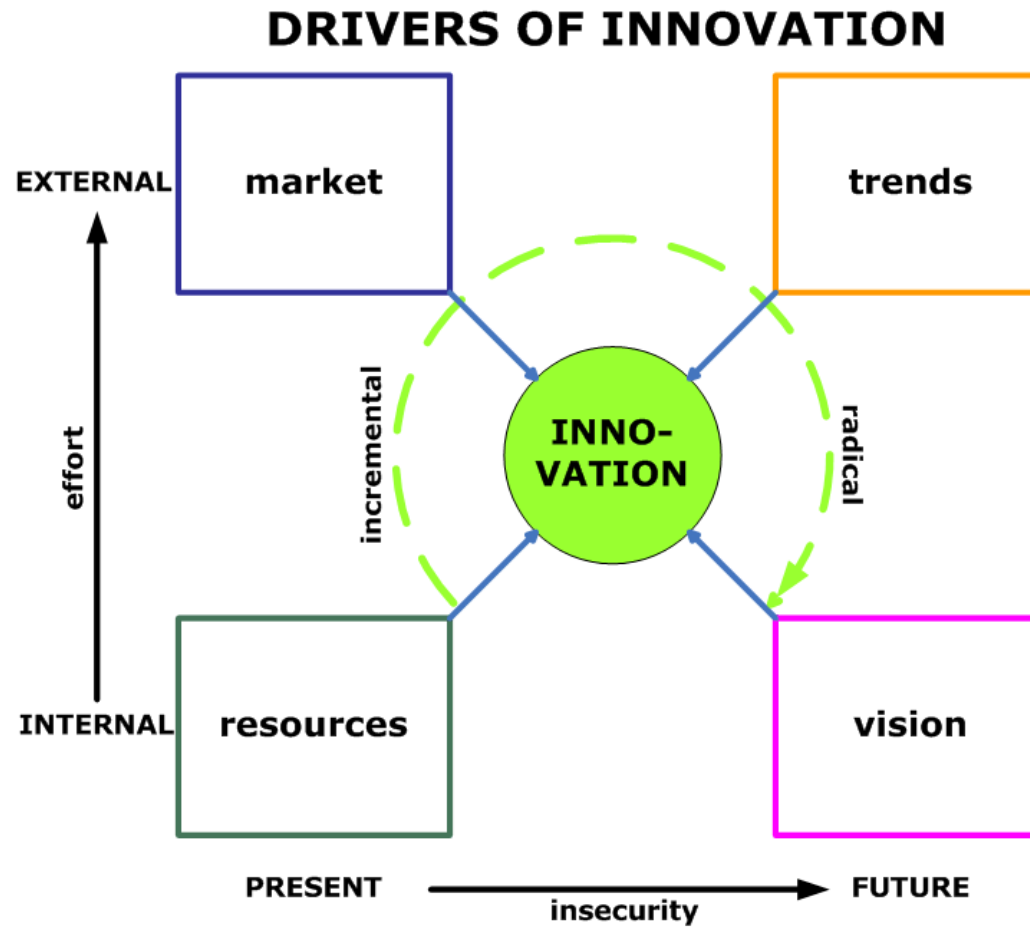
Develop innovation strategies, such as holistic action alternatives, strategies and directions of thought

- Workshops

Provide speeches, seminars and workshops on idea development, creativity and innovation

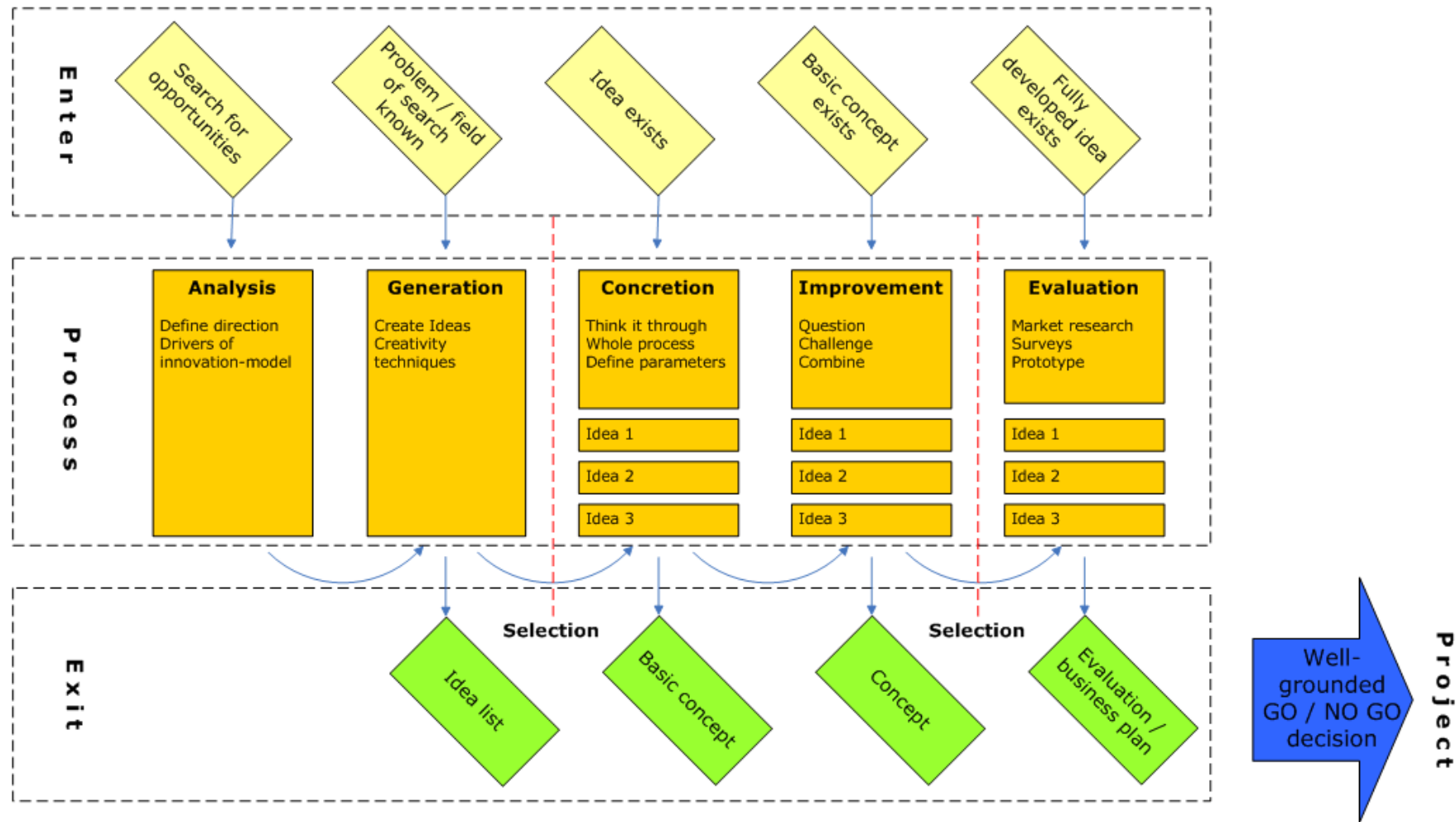


Search for opportunities





Develop – not just generate





Why W&A?

- Drive

W&A designs, steers and executes the process to assure quick and reliable outcomes

- System

Ideas are not discovered by chance but by applying a well-proven system that dramatically improves the probability of success

- Experience

In many projects through various industries we have gathered know-how to customise our approach to exactly meet your needs

- Externality

W&A comes from the outside and brings new perspectives to your company



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