

Webinar for EEPC India on

New Product Development

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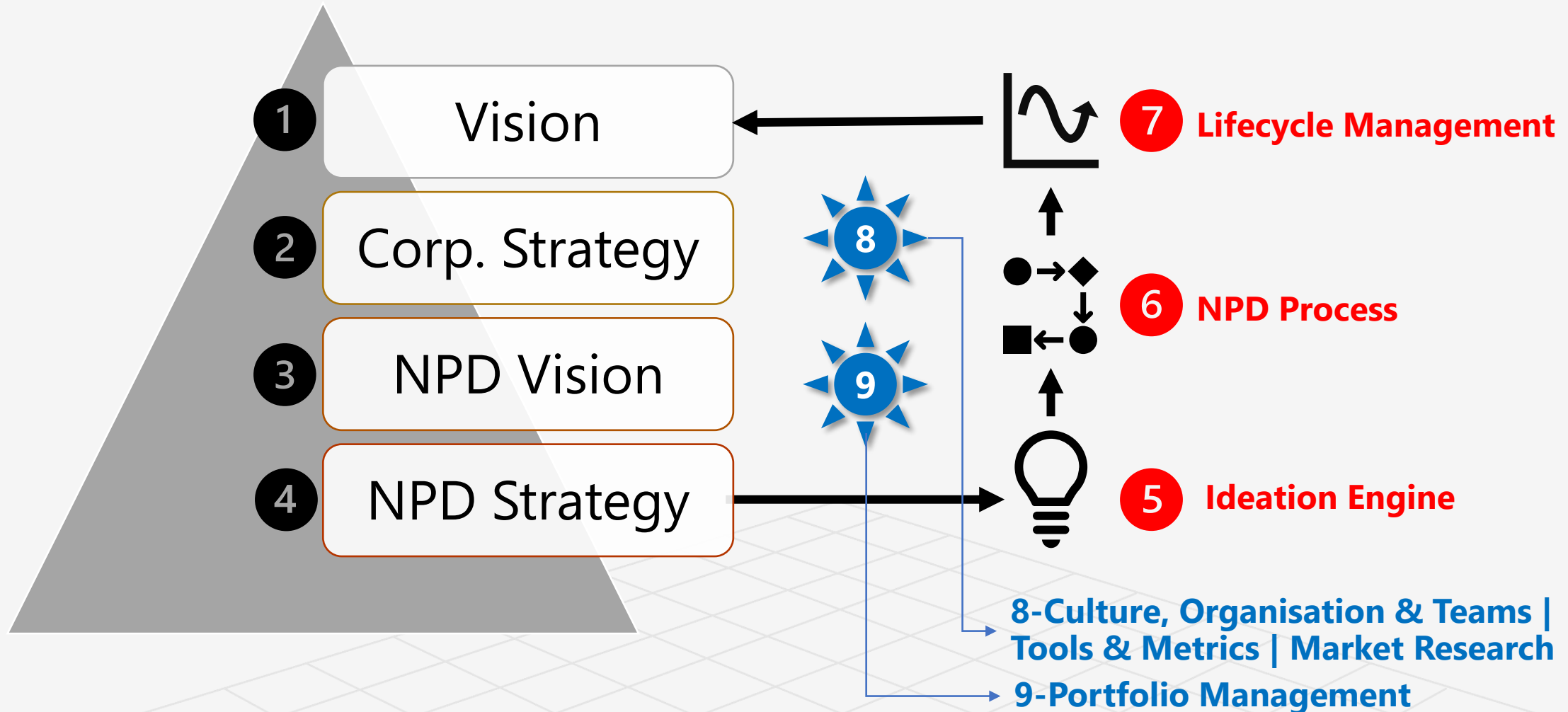


**Introduction to New Product
Development**

Stage-Gate Process

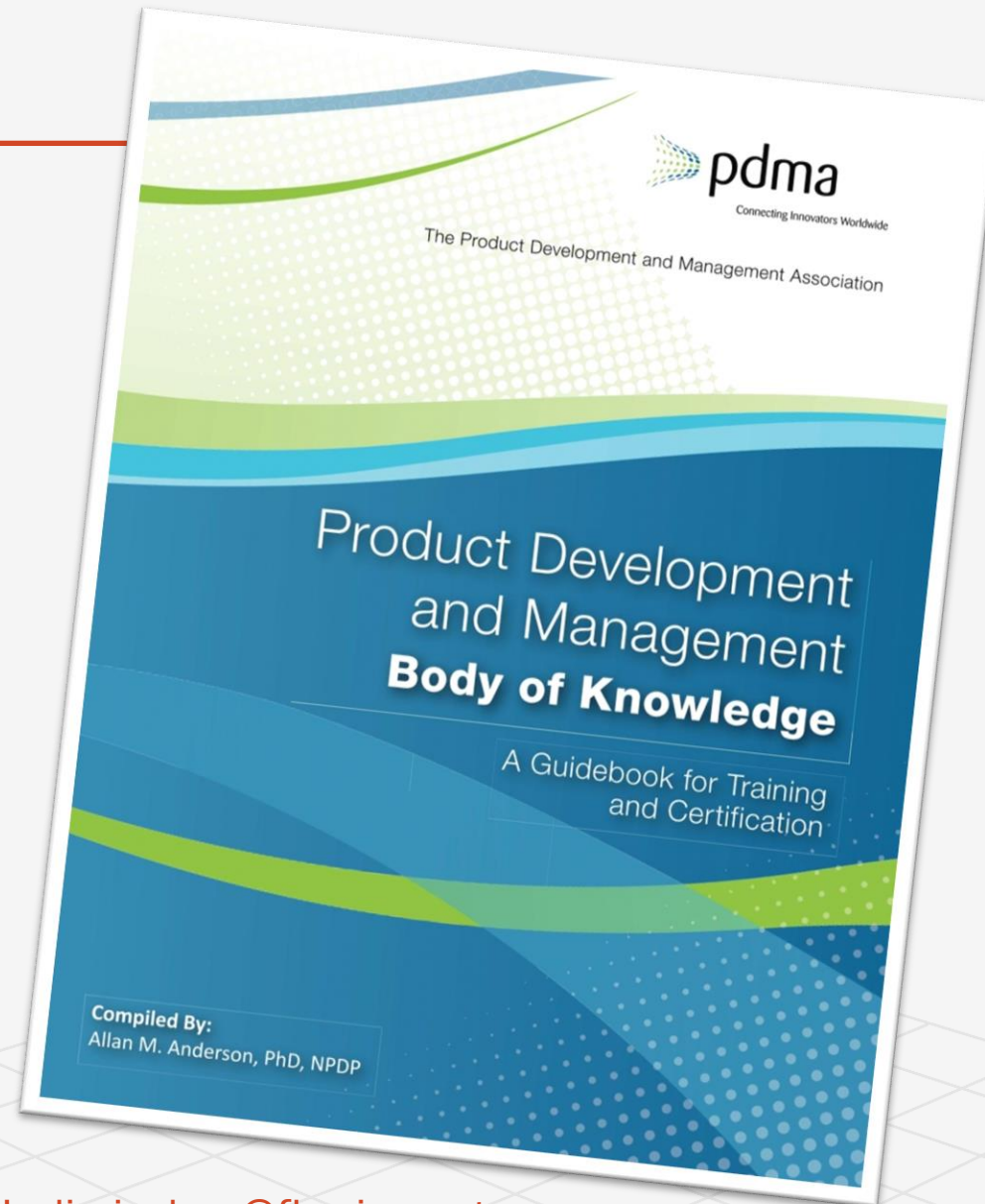
Life-Cycle Management

NPD Framework



New Product Development Body of Knowledge (NPD BoK)





New Product Development Strategy



Kotler – An organisation’s game plan for achieving its long-term objectives in light of its industry position, opportunities and resources.

Needs: Sustenance & Growth

NPD Strategy vs. Innovation Strategy

PDMA studies on Strategy

5Ws & 1H?

Porter’s Strategic Framework
Miles and Snow Strategic Framework
Disruptive Innovation
Innovation Landscape Map
Platform Strategy
Technology Leadership Strategy
IPR Strategy
Open Sourcing
Crowd Sourcing
Customer-Focused
Academia and Research Focused
Patent Search
Market Intelligence
Business Model Innovation
Blue Ocean Strategy

Strategic Mix
New to the World
New to the Market
New to the Company
Line Extensions
Functional Requirements
Non-Functional Requirements
NPD Vision: 30% of Revenue shall be from New Products.
Core, Tangible and Augmented Product

New Product Development Process



Risk & Reward
Speed and Quality

PDMA Survey
Best Companies had 82% success

Stage-Gate® process was first developed by Dr. Robert Cooper in early 1980s.

Stages and Gates

Discovery
Scoping
Business Case
Development
Testing and Validation
Launch

Stage: Activities, Integrated Analysis and Deliverables

Gate: Deliverables, Criteria and Outputs

Integrated Product Development
Lean Product Development
Agile Product Development

Product Innovation Charter

Background
Focus Arena
Goals and Objectives
Guidelines

Life Cycle Management



Greater Life Cycle
Product Development Life Cycle
Product Life Cycle

Introduction
Growth
Maturity
Decline

Go-To-Market Strategies

Value Proposition
Market Segmentation
Segmentation Analysis
Beachhead Strategy
Channel Strategy

Sustainability Maturity Model
The Triple Bottom Line
Life Cycle Assessment
Greenwashing
Product Certification

Culture, Organisation and Teams



Culture is defined as the shared beliefs, core values, assumptions, and expectations of people in the organisation.

Strategy and Culture aligned organisations have huge edge over their competitors.

Organisation Structure
Roles and Responsibilities

Climate is defined as the set of properties of the work environment, perceived directly or indirectly by employees, that have a major effect on employee behaviour.

Quality of Leadership
Communication
Responsibility
Trust
Fair Recognition and Rewards
Opportunity
Employee Involvement

Tools and Metrics



What is Ideation?
Invention vs Innovation
Ideation Tools
SCAMPER
Brainstorming
Brainwriting
Mind Mapping
Storyboarding
Six Thinking Hats
SWOT
PESTLE
Delphi

Divergent vs Convergent Thinking
Forecasting Methods
200+ Business Analysis Techniques
Financial Statements
Conformance Specification
Performance Specification

Design Thinking
Quality Function Deployment
TRIZ
Risk Management

Market Research



Portfolio Management



NPD Strategy is Divergent
PM is Convergent

1. Value Maximization
2. Balance
3. Alignment with Strategy
4. Pipeline Balance
5. Sufficiency

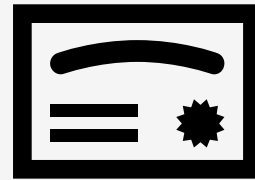
Develop an Acceptance & Evaluation Criteria based on Financial and Non-Financial Methods

Bubble Diagrams
Options Pricing
Scoring Methods
Rank Ordering
Strategic Buckets
Discount Cash Flow
Check List
Payback Periods

Resource Allocation
Based on project resource demand
Based on new business goals
Resource allocation as a business process
Requirements Input Form



NPD Consulting Training ➤ NPDP Certification



200 Questions - MCQs
3.5 Hours Online Examination
Passing Score 75%



Questions

