



Collaborative Innovation

Acclaimed author and thought leader Henry Chesbrough claims:

“You cannot meet your growth objectives if you ignore all of the smart people out there who aren’t on your payroll.”

We agree and it seems we’re in good company as many of the worlds most successful and consistent innovators like Google, Apple, Unilever and P&G, recognise the value of external collaboration in their innovation programmes. The main benefits of an open innovation approach lie in gaining access to new knowledge and resources, generating new market and spin-off licensing opportunities and in speeding up the development cycle.

We are keen to collaborate with visionary clients who have the capability to successfully commercialise disruptive innovations. After all, we spend most of our time immersed in the world of possibilities for wearable technology and smart textiles. We actively scout for new solutions to existing problems and novel ways to create entirely new capabilities, so we are confident in making a positive and significant contribution to our clients’ innovation and commercial goals.

Collaboration examples:

Each collaborative agreement is tailored to individual client needs, but below are some common scenarios:

- A. Client has an established sales and distribution network capable of commercializing concepts designed by SGP. Client may collaborate in further development or license fully developed solutions from SGP.
- B. Client has a concept that is 50-75% complete but needs significant collaboration to be realised.
- C. Client has a product concept/idea but a vague or no clear idea of how it can be realised. Significant collaboration and creative input is required.
- D. Client has a clear design brief with design, materials and manufacturing methods specified. SGP is required to provide specific services (as below) to create a prototype as client does not have in-house facilities or resource.

Clients may have in-house manufacturing expertise and equipment or may require this to be sourced and managed externally by SGP from our network of expert partners. All projects are clearly scoped with cost and deliverable milestones agreed prior to work commencing.

Innovation support services:

- Concept visualization (including 3D and CGI visuals)
- Prototyping
- Project management
- Commercialisation processes (pilot trials, product testing, costing, specifications, QC)

