



## Advantages of Open Innovation

**As our world changes, so does the way we design and develop new products.** Global competition, global resources, evolving consumer demands and shifting economic circumstances all affect how innovation is delivered. Many companies find it increasingly worthwhile to expand their innovation efforts beyond traditional boundaries, partnering with a variety of outside organizations to bring new successes to the market. This “Open Innovation” has led to hugely successful initiatives for companies big and small. There is an openness to partnerships that enhances the process and implementation of new product development.

**Innovation for today includes strategic partnerships.**



Your Integrated Prototyping and Manufacturing Solution

### Benefits of Slingshot Global

- High quality finished prototypes
- Lower production cost and improved lead times
- Ease of use and security
- Shorter development times through vertical integration
- Improved manufacturing quality control
- Optimized manufactured cost

Open Innovation has an important role throughout the product development process. Product companies can see significant benefits by bringing manufacturers, logistics and supply chain, and other elements into the innovation discussion. These benefits manifest themselves through lower cost, improved quality, faster time to market, and in many other ways which accelerate a return on investment through innovation.

**To extend a culture of Open Innovation beyond the traditional realm of technology development, design, and engineering, Slingshot has introduced Slingshot Global.** This company connects and innovates directly with manufacturers and leverages the discipline of production manufacturing with the speed of rapid product development. Slingshot Global fills an industry niche of quality, affordable prototypes used for marketing samples, product testing, and overall validation before major commitments are made to tooling or production quantities. Clients have a strategic advantage in innovating new product and product lines with seamless communication through every step of the product development process.

Contact Ottie directly for more information on Open Innovation and Slingshot Global or visit [www.SlingshotGlobal.com](http://www.SlingshotGlobal.com)

**Ottie Pendleton, New Product Development** - email: [ottiep@slingshotpdg.com](mailto:ottiep@slingshotpdg.com) phone: 404.372.0389

Slingshot Product Development Group is one of the nation’s leading vertically integrated product design, manufacturing, and commercialization firms. Our product development expertise in medical devices, consumer products, ruggedized packaging, and productizing technology translates into a successful innovation process that creates revolutionary new products to drive demand in today’s market. Since inception in 2001, Slingshot PDG cultivates strategic partnerships and converts product development opportunities into revenue. INNOVATE. LAUNCH. SUCCEED

**Slingshot Product Development Group, Inc 1665 Lakes Parkway, Suite 102 Lawrenceville, Georgia 30043 [www.SlingshotPDG.com](http://www.SlingshotPDG.com)**