

The Launch Pad

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Quarterly Newsletter
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Significance of Ideation

With the economic climate that our country is experiencing today, many companies desire a risk-free approach to product development that will maximize profitability of their innovation initiatives. The upcoming year will challenge us all to meet the requirements of tighter budgets, consumer demands, sustainability efforts, and accelerated project timelines. The drive to streamline the innovation process begins with ideation.

Ideation is a significant phase of new product development that explores possibilities to enhance innovation. It provides quantity and confidence to fuel the process. Ideation uncovers high-potential opportunities early and fast. There are no limits to the imagination when ideation is in full manifestation. Its all about new and not re-hashing the old. A great ideation session can accelerate an innovation program to yield greater results.

IDEATION [ahy-dee-ey-shun n.]

as defined by Slingshot

A systematic exploration for targeted opportunities in the form of new products, new technology, new features, and new markets



Business Development Spotlight



Slingshot PDG welcomes David Jackson to the Business Development Team. A Georgia Native, David brings over 15 years of experience in design and sales consulting. In his new role as Manager of New Product Development Programs, David will lead business development efforts for ideation and new product programs for clients.

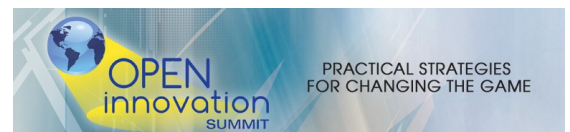
David holds a Bachelor of Science in Industrial Design from Auburn University. Previously, he spent four years in the Navy after graduating from high school in Tucker, Georgia. He then went on to work as a jet engine mechanic and designer of security equipment and marine electronics. In 2000, Mr. Jackson received his private pilot license. More recently he has held positions as a global marketing manager, as well as, design and sales consultant. David resides in Grayson with his lovely wife, Paige and has two daughters attending college at Georgia State and GCSU (Georgia College and State University).

Contact David directly for an introduction to our ideation approach and explore new opportunities for your products.

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Open Innovation Summit
December 2-4, 2009—Orlando, FL



Slingshot Product Development Group is a global innovation and product development firm. Our intrinsic passion for innovation lies within every team member, enabling our company to create revolutionary new products that drive demand in today's market. Since our inception in 2001, Slingshot PDG has cultivated strategic partnerships with clients by converting opportunities into revenue. Our product development expertise in medical devices, consumer products, ruggedized packaging, and productizing technology translates into a successful innovation process.

INNOVATE. LAUNCH. SUCCEED

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