



CASE STUDY: Teledyne e2v

New Models, New Markets:

From Strategy to Proposition

Teledyne e2v

Semiconductor and sensor innovations leading developments in healthcare, life sciences, space, transportation, defence and security and industrial markets.

<https://www.teledyne-e2v.com/>

The Challenge

Identify, define and capture step-change opportunities in new markets or/and through new business models.

The Approach

MULTIPLY designed and led a programme to explore new market and business model opportunities that could achieve a step-change for the business.

The Outcome

Simplifying a complex topic in a two-day leadership workshop, defining two propositions for further development and unleashing the leadership team's innovation capabilities.

“Our experience of MULTIPLY was primarily associated with Natasha Allden. Natasha’s passion, for value creation comes through in every aspect of her work. She attracts other very credible individuals to work with her, who then also focus very much on creating value. The deep domain expertise was a key factor for us, elevating the intervention above the usual offerings. This enabled a rapid sense of relevance and realism for the team, whilst also being extremely proactive and progressive. Hence participants found it an inspiring and developmental activity that lifted their horizons and work into a more strategic level, whilst also generating outputs which were meaningful for them and for the business to take forward.”

Dr Miles Adcock | President Space & Quantum



The objective was to identify and prioritise routes to scale and diversify into new markets or/and models. Providing tools and resources to support team innovation.

The Approach:

Phase 1 Research: Background market and industry research to identify potential opportunities and relevant case studies.

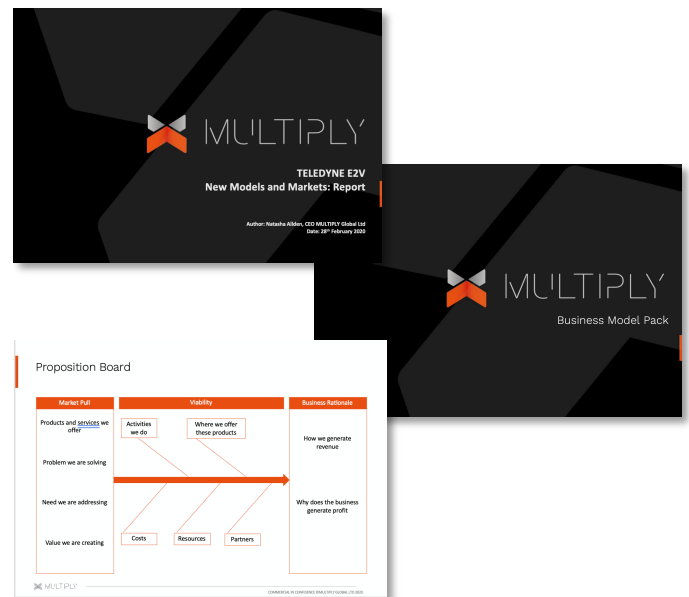
Phase 2 Workshop: Team engagement through a two-day workshop defining core propositions and providing learning and tools for ongoing innovation implementation.

The Outcome

The two days were a success in engaging the team, delivering tools and creating an environment for innovation.

While defining and testing a proposition enabling the client to accelerate early innovation steps to take the concept full market and technology testing sooner.

Innovatively the propositions included hardware, software and service solutions under-pinned with a model to support mass market productisation.



Top Stats

- ✕ 2 outstanding propositions to progress
- ✕ 2 days to define a new business opportunity
- ✕ 3 resource and toolkits designed for the client
- ✕ 15 company leaders engaged
- ✕ Over 100 hours market research and engagement

Teledyne's team reflections on the workshop

- Learnings and extracts from the MULTIPLY methodology and toolkit will be applied to the in-house innovation programme
- Felt the workshop differed in that it enabled the team to take a concept forward, not just capture ideas
- Felt the workshop provided constructive feedback and was a positive learning experience
- The session achieved tangible outputs in an agile way in a very short timeframe



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