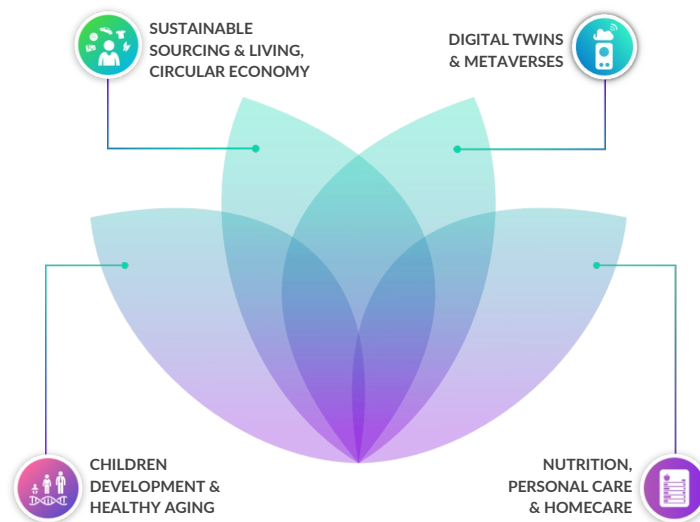




**Budding Innovation (BI)** is a Singapore headquartered Venture & Business Builder, and supports through its consulting service corporations to develop and implement innovative in-market solutions. We work to understand, forecast and define the future impact of trends. We use these insights to define bespoke interventions, and develop fitting solutions that enable companies to deliver winning innovations and future-proofed roadmaps.

Our vision is that by operating at the intersection of large multinationals and start-ups, we build more productive and transformative innovations, and foster an ecosystem that leverages the best in Open Innovation approaches to deliver the most exciting vision of the future. Leading companies looking to co-create their future benefit the most from us, no matter how their ambition to innovate is fueled. Long-term success is rooted in a creative yet applied understanding of a lighthouse vision, in unison with the Brand Values and Corporate Culture. We are here to collaborate and make that happen.

Founded in 2015, and bringing together decades of DeepTech Open Innovation experience, BI works with dozens of large global multinational corporations. We have extensive cross-industry experience and deep future trends insights in the environmental and social sustainability area.



BI advocates that “Health is Wealth”, and specializes in Preventative Health and Wellbeing. Spanning from nutrition & care, to physical and mental wellbeing, all while being connected to environmental and social sustainability. Across consumer goods, devices and digital services.

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### Trends Map & Technology Landscapes

Creating forward looking maps relevant for your industry / category & indicate impact, interaction and ideas. Clear representation of trend interconnectivity.



### Concept Visualisation & Storyboarding

Translate idea platforms into concepts & their visualisation. Enable prioritisation and shortlisting based on engaging stakeholder reviews.



### Business Opportunities / Risks

Comprehensive reports and overviews detailing your breadth of opportunities and "inactivity" risks. Reports are tailored to enable enhanced decision taking towards your growth priorities..



### Prototyping & Business Building

Develop lead concepts into prototyping briefs for factual milestone based and budgetary decision taking. Following a "go", full functional prototyping of the product & Business - inclusion of relevant startups.



### Scenario development & Roadmapping

A multi-generational roadmap enables connecting today's portfolio with a future state. Scenarios help define the most enabling path ahead, and help adjust for short term challenges



### Come talk to us for any other needs

We can't possibly capture here the diversity of ways we can support you. If something wasn't covered here, please reach out to us, and we'll gladly engage with you in an exploratory session. We will tailor our approach so you get what you need. Nothing less.

We have extensive cross-industry experience and deep future trends insights. Based on an understanding of our Clients' business and Brands, we bring that insight alongside access to the best and the latest tech, to build the clarity you need for your future.

We look after your Future potential, and work to alter & evolve it to make it more attractive, valuable, competitive, profitable, etc. or whichever criteria you assign to it. And from a clear understanding of what it could be, you can take the next step towards it, tomorrow.

**DEEP DOMAIN EXPERTISE**  
Horizontally integrated health expertise across domains enables unique ideas and opportunities. We cut across industries, physical and digital, and this makes us see the work more clearly

**IDEA TO IMPLEMENTATION RUNWAY**  
We stretch from FutureScaping ideation platforms, and then stay with you on the path towards design, development and implementation. We won't abandon you.

**ACCELERATED CO-CREATION**  
We have the experience to work with both Corporates and Startups - intimately. We progress to meaningful solutions faster based on our expertise and capabilities. We have a healthy sense of impatience to deliver impact with urgency

**CONSUMER & MARKET FOCUSED**  
Consumer Experience Design is central and Market needs are core. Within an understanding of complex macro & micro trends, we zoom in on what consumers really want. Today, tomorrow or in a long time from now.

**PEOPLE & TECHNOLOGY LINKED SEAMLESSLY**  
Our team works closely with yours (or independently if you like), and leverages the latest technologies and approaches. Learn with us and from us along the way.

**CUSTOMIZABLE COLLABORATION MODELS**  
We enjoy co-creation and closely collaborating, yet we will adjust the model to your needs. Capabilities, resources and approaches are adjusted to ensure your get what you want.

For information, please reach out to Andre Stolz ([andre.stolz@budinno.com](mailto:andre.stolz@budinno.com)) or Dr. Bert Grobben ([bert.grobben@budinno.com](mailto:bert.grobben@budinno.com)). More news on our website [buddinginnovation.com](http://buddinginnovation.com).