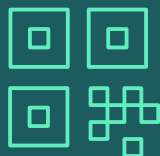


FMCG client



What are the opportunities from digitally connected products?

Our client wished to explore opportunities for an FMCG player in the digitally connected space.

Technologies

- Device development
- Digital
- Connectivity

Domain expertise

- Wearable technology
- Health and wellness
- Behaviour change





Our client asked:

The client recognised that there is a significant trend towards digitally connected consumer products and wanted to explore opportunities to play and win in the space. It also wished to establish an ecosystem in the space as this was an area outside their core competence.

The project story:

We used case studies to demonstrate how others play successfully in the digital space and used this insight to explore the different business models which delivered success. Key players in the space were also interviewed – including technology developers and venture investors - to seek their views on what drives and constrains success.

Results: deliverables and outcomes

Key components of successful revenue models were identified and, combined with insights from the study, assisted the client in developing its strategy in the digital space.

Potential partners were also evaluated, and the top priority partners engaged with the client forming their digital ecosystem.

Several focused projects have since progressed

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