



MARKETGRAVITY

THE PROPOSITION DESIGN CONSULTANCY

WHERE TO NEXT ...

**Post-it to Prototype...  
...in 3 hours!**

**Welcome.**

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**Welcome to Post-it to Prototype...  
in 3 hrs.**

**This is not your normal  
masterclass session...**

**We're Market Gravity.**

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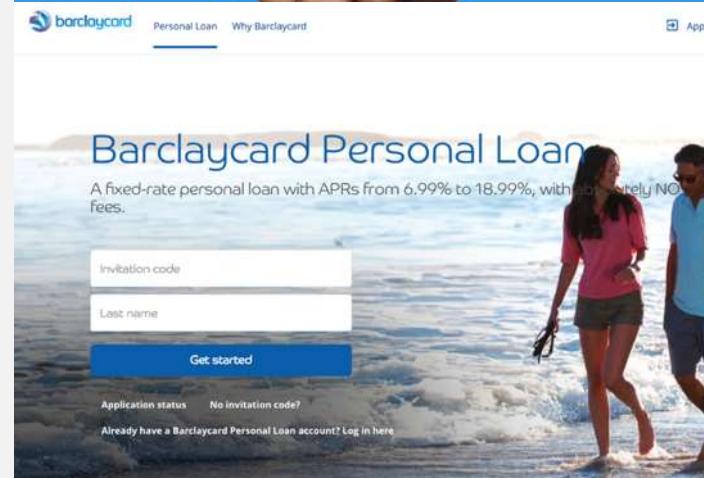
**We help big businesses to design and launch new propositions and build their innovation capabilities.**

**A proposition could be:**

- Product or Service
- Customer Experience
- Physical Store
- Launch Strategy
- Brand
- New Venture

**Stuff we've launched.**

**Here are a few propositions we've helped to launch.**



**Our friends.**

**Last year we  
became part of  
the Deloitte family.**

**Together, we  
Imagine, Deliver,  
Run the Future.**

NEWS >

## Deloitte acquires Market Gravity in effort to further boost creative credentials

By [Stephen Lepitak](#) - 01 June 2017 02:01am

1418  
Shares



Deloitte moves to acquire Market Gravity in the ongoing war of the consultancies

## **Principles.**

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**Every innovation challenge is different. But we've found that companies that design breakthrough propositions do 5 things well...**





**Put customers  
at the heart of  
everything you do.**

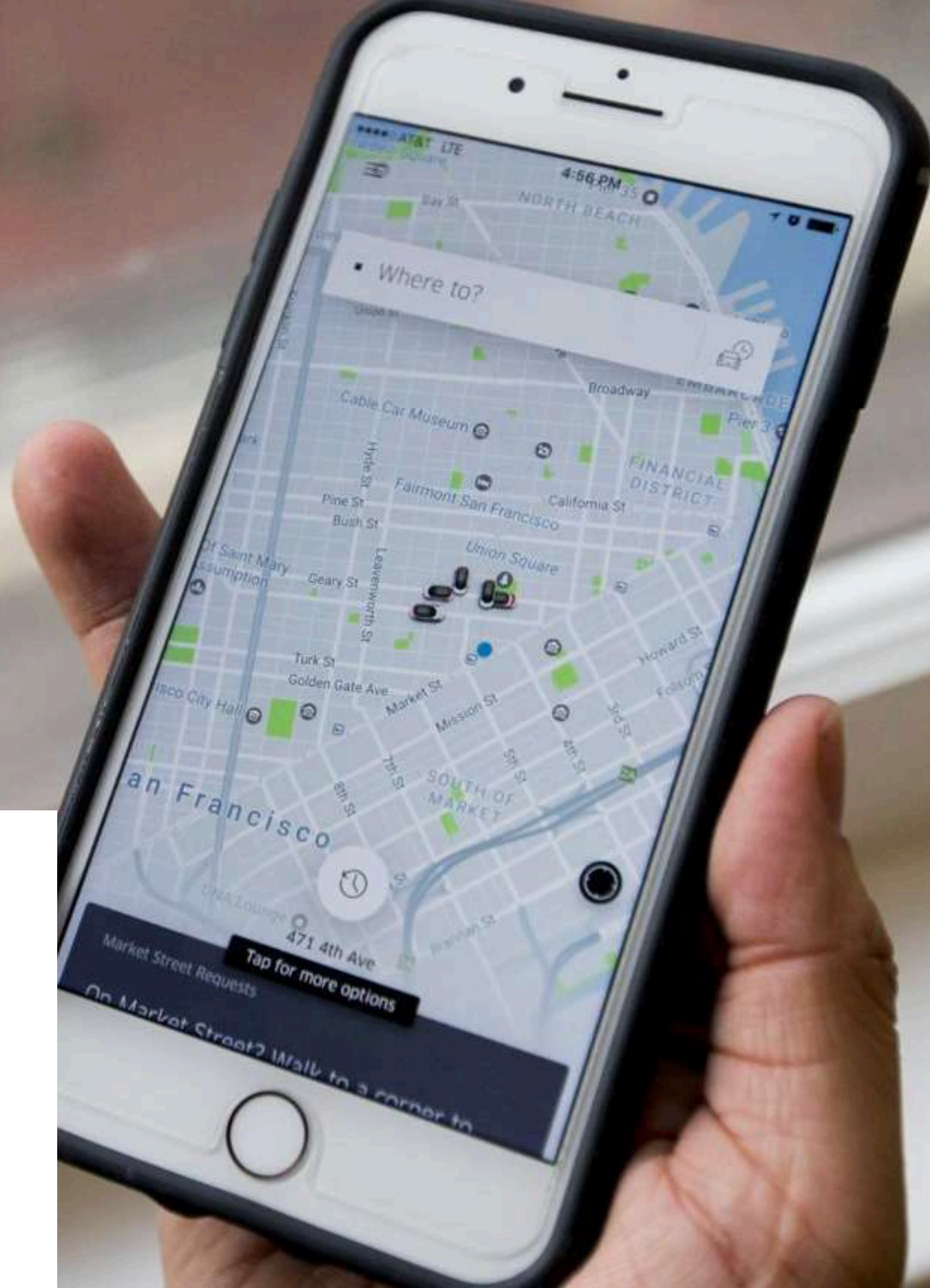


**Look beyond  
your industry  
for inspiration.**





**Focus on solutions  
that are 10x better,  
not 10% better.**

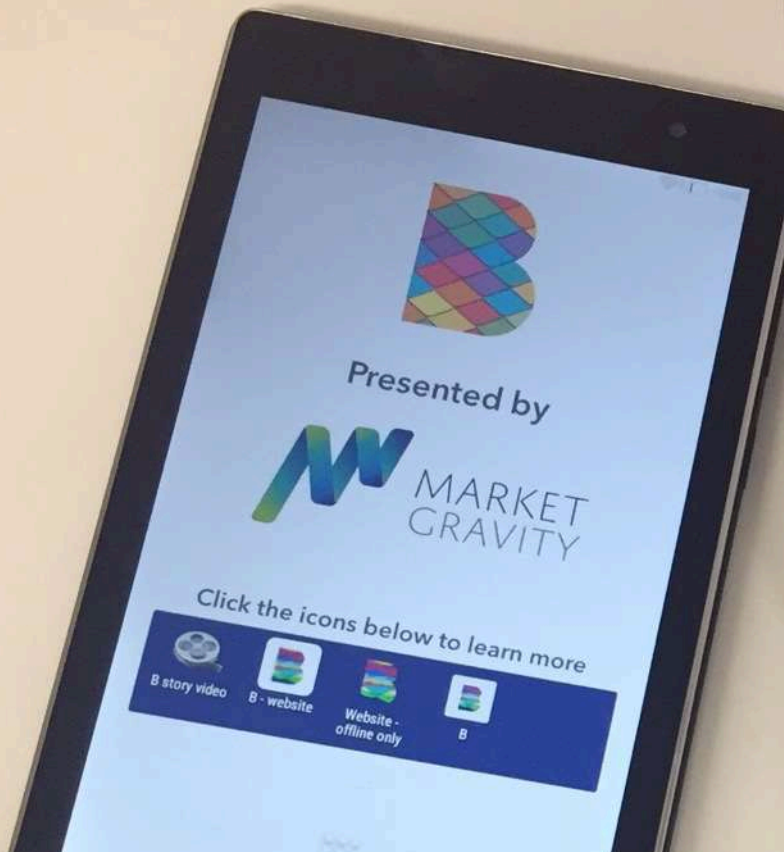






**Test early.  
Test often.**





**Take the business  
on the journey.**





**Above all else.**

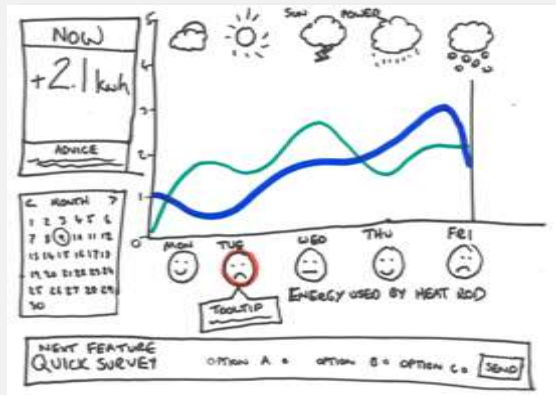
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**Innovation isn't innovation until it's  
launched. #liveordie**

How we do it.

# We help companies accelerate innovation – from Post-it to prototype in 60 days!

Discover  
(20 days)



Future vision +  
high-level concepts

Design  
(20 days)



Detailed  
proposition

Deliver  
(20+ days)



In-market  
pilot

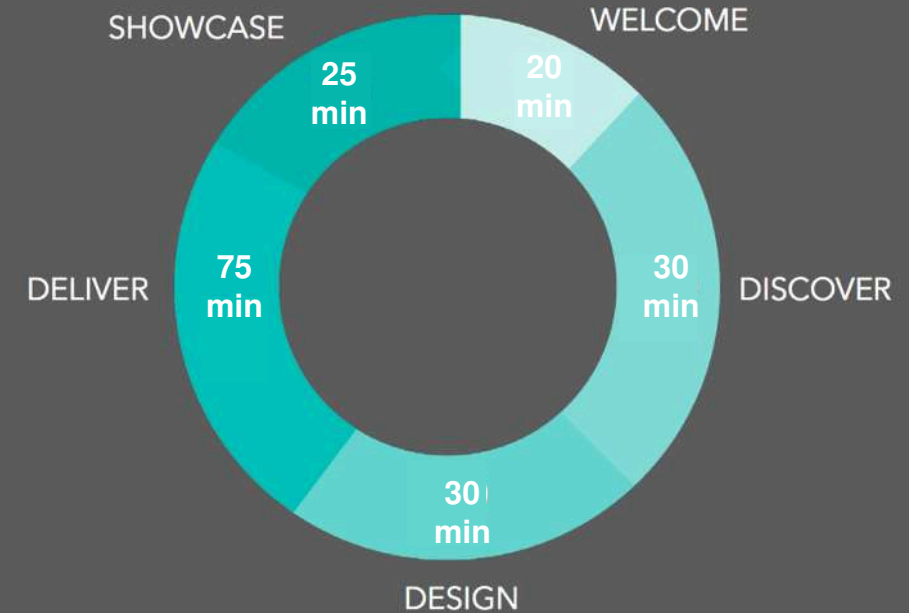
Today.

Today's going to be a bit different...

...welcome to Post-it to Prototype...in 3 hrs!

# AGENDA

From Post-it to Prototype in 3 hours



<u>WELCOME</u>	Introduction   Challenge
<u>DISCOVER</u>	Customer insight   Idea generation   Prioritisation
<u>DESIGN</u>	Features   Business model   Customer experience
<u>DELIVER</u>	Prototyping   MVP design   Prepare showcase
<u>SHOWCASE</u>	Showcase   Wrap up



**Thank you!**

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**Do you want to  
create and launch  
a disruptive new  
proposition?**

**Talk to us...**

**Aurelia Bruning  
Fiona Elkins  
James Carlyle  
James Olden**

**@marketgravity.com**