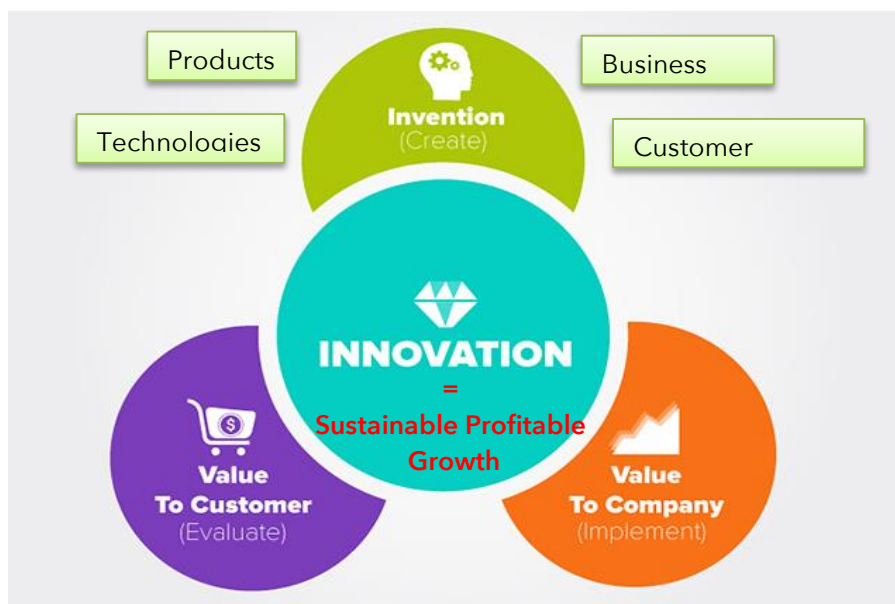


Innovation is probably the most fashionable and misused word of our recent business times.

Consulting for innovation is often just a theoretical mix of words and processes, which rarely ends up in implementable, measurable and tangible results.

Successful Innovation for **B&B** innovation is simply the creation of sustainable profitable growth via new products, processes, business models and/or customer experiences that uniquely address well identified unmet needs, pains and desires in selected industries and markets.



**B&B** innovation uniqueness:

- Hands on, process agile
- Decades of direct experience in SUCCEEDING and FAILING in innovation BOTH at R&D and Business level
- Fast definition, iteration and validation of business and technical hypothesis along full value chains
- Expertise in a large number of markets, applications, industries, products and regions, primarily in B2B

**B&B** innovation offer focuses primarily on:

- Innovation Projects and Investment Portfolio: Full or partial management and/or implementation of innovation projects and strategies – from ideation to implementation



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- Ideation and Scouting: Early stage definition and validation of differentiating Value Propositions, both technical and commercial, across entire value networks; identification of best in class solutions and partners , channels, business models, implementation strategies
- Gap Analysis and M&A: Identify knowledge and capabilities gaps vs. existing internal skills that must be fully addressed to deliver core, adjacent or transformational innovation; how to fill the gap by internal development, partnership, licensing and/or selective M&A .
- Strategy and Organizational Design: Develop comprehensive innovation strategy and define best organizational design to implement it.

by selecting proven methods and tools that most effectively and efficiently achieve the goal. Examples of experienced **tools**:

Voice of the Value Network	Technology Roadmapping	Sociological Investigation	Stage gate process	Portfolio Process
Project management tools	Portfolio management tools	Marketing Blueprint	Design of Experiment	Six Sigma
Literature search	IP mapping	Ideation management	Integration management	Technology scouting process
Valuation process	Strategy design	Organizational design	Fast prototyping	Biz planning

**B&B** innovation promise is **"No Frills, Just Results"**

- Market and best solution driven, customized approach
- Use processes which each customer feel comfortable with
- Use of best validation approaches that fit the project based on extensive first hand experience
- Face the brutal reality: we bring projects to life or death quickly. Ask and validate toughest questions first along broad community pool.
- Unique combination of proven technical and commercial approaches
- Results driven compensation: possibility to link total compensation to successful implementation of strategy vs. agreed milestones

## B&B innovation direct innovation experiences

### Markets and Applications

Industrial and Consumer Packaging	Footwear	Textile	W&C	Industrial Consumer goods
Biofuels and chemicals	Pulp and paper	Medical plastics	Automotive	Bedding and Furniture
Personal Care	Home care	Healthcare and Pharma	Shipbuilding	Oil & Gas
Infrastructure refurbishing	Refrigeration and Freezing	Refrigerated Transportation	Printing	Corrosion and Protection Paints
Food and Nutrition	Energy efficiency in buildings	Bedding and Furniture	PCB Electronics	

### Products

Polyolefins	Chemical pulp	Microcrystalline cellulose	Fibers	Thermoplastic and Thermoset foams
Adhesives	Barrier materials	Thermoplastic and thermoset rubbers and elastomers	Block copolymers	Hydrocarbons
Non wovens	Knit and woven fabrics	Food additives and ingredients	Sugars	Emulsion Polymers
Acrylic / PU / Epoxy resins	Electrical laminates	Advanced Composites	Insulation materials	Sandwich panels
Polyols	Isocyanates	Liquid / Solid / Brominated /	Aliphatic Epoxy resins	Pressure Vessels
Non Crimp Fabrics				

### Technologies

Compounding	Extrusion	Lamination	Thermoforming	Injection Moulding
Knitting and weaving	Fast prototyping	Experimental design	Formulating	Emulsion Polymerization
Paper & Board Coating	Cold Forming	Foaming	PAN Carbonization process	Composite manufacture
Pultrusion	Multi Axial fabric manufacture	RTM	Filament Winding	Water Based and Solvent Based formulations
3D printing	X-linking	Pre-pregging		



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**Dr. Antonio Batistini; PhD, MBA**

International business and technical executive leader with 24+ year history in visioning, ideating and leading global implementation and growth of new businesses and technologies, and drive maximized and sustainable revenue and profit objectives in multiple industries on a global scale.

Demonstrated experience in concept shaping and leading start-ups, creating and implementing global strategies, marketing and business plans, developing and growing industrial and consumer businesses, developing and positioning disruptive innovations and business models, managing multi-functional and multi-regional organizations in B2B industries, leading and implementing global M&A strategies.

Most relevant experiences ranged in chronological order from acting as the SVP of Innovation and Strategic Marketing creating and implementing a transformational strategy with more than 4.5 Billion\$ revenues at 30%+ EBITDA, to global P&L leadership business roles for new growth opportunities in industrial consumer, footwear and textile industries, to global R&D and technology platforms' director in different industries.

Results driven and hands-on leader, recognized for clear strategic thinking, ability to innovate along full value chain and attract, lead and energize global cross-functional teams. Credible and convincing communicator with excellent presentation skills. Ability to work across functions, regions and cultures. Lived and worked in the USA and Europe, worked with customers, associations and brand owners in all macro regions, fluent in Italian and English, good knowledge of German and Spanish.



**Dr. Marco Barsacchi; PhD, MBA**

International business and technical executive leader with 24 year history in managing, sustaining, re-designing and re-structuring existing businesses and technologies towards sustainable revenue and profit growth in multiple industries.

Demonstrated experience in developing strategies, business models and related innovation and technology plays as part of multi-functional teams and leading multi-regional R&D/TS&D organizations in B2B industries.

Most relevant experiences are in chronological order, CTO of a start up in Advanced Composites, Global Technology leader for Lightweight, Core Composites, Industrial and Protective Coatings, Thermal insulation in Buildings and in Appliances, Electrical Laminates and Paper and Board coatings.

Experience varied in R&D from direct development of products to innovation portfolio development; in Strategy development and implementation from refinement of successful strategies to design and implementation of turn-around strategies and in Business creation from creating a new Market Facing Business within a company with strong product aligned culture to a new start-up in advanced composites. Credible and convincing communicator with excellent presentation skills. Ability to work across functions, regions and cultures. Lived in NA and Europe and worked with people and customer/partners from all over the globe. Fluent in Italian and English, basic knowledge of German and French.