

## Brief profile

MANAGEMENT BUSINESS GROUP  
TURNING TECHNOLOGY INTO BUSINESS SUCCESS

MANAGEMENT BUSINESS GROUP is an internationally leading consulting firm with focus on strategic business development in technology industries. For almost 20 years we accompany the innovation process from the early research and development phase to the successful market entry and commercialization. This is how we support Corporate Development, Innovation Management and Research & Development.

Via our proprietary, international expert network, we identify attractive growth areas, develop innovative business models, win strategic partners and on request we acquire first customers for our clients.

MANAGEMENT BUSINESS GROUP's international network with many thousands of experts allows for direct access to the knowledge and experience of specialists. This is the basis for a reliable assessment of new growth areas for technologies and for an informed specification of the concrete technical and commercial requirements of the application markets.

“Pain-Point-driven Innovation Management” is MANAGEMENT BUSINESS GROUP's methodological basis. This concept focuses on the challenges and changes impacting markets due to, for example, market trends (e.g., globalization), new technologies (e.g., Internet-of-Things), or new legal requirements and standards (e.g., environmental protection regulation). These medium and long-term “Pain-Points” offer growth opportunities for the existing technology portfolio, but also for innovative business models and value-added services for the resolution of “Customer Pain Points”.

### Services and Consulting Fields

We consult companies in the fields of **Business Scouting**, **Business Design**, and **Business Launch Management**.

1. **Business Scouting** encompasses a set of methods for the identification of attractive growth areas and their evaluation based on growth potential, intensity of competition, R&D effort and strategic fit to the company. The identification and evaluation of new growth areas is carried out in close integration of leading industry and application experts from Europe, Asia and America.
2. **Business Design** is the answer to the strategic questions for the development of growth areas.
  - 1) **Business model development**, such as the strategic positioning on the value chain, innovative business models or new value-added services.
  - 2) **Strategic partnerships**, such as the search and initiation of partnerships, for the purpose of market entry or complementary technologies.
  - 3) **Organization** and change management in the company for the development of growth areas, especially the role and involvement of the existing sales organization.
3. **Business Launch Management** supports the operative commercialization in the new growth area. This includes linking our client with the new value chain, e.g., via New Business Roundtables, but also the search of Lead Users and the acquisition of pilot customers for initial sales generation.

### Clients

We work for leading technology companies, large corporations and medium-sized companies, e.g., from the chemical, life sciences, aerospace, engineering, electronics, mobility, energy, IT & Telco industries. We have been collaborating for years with many of our clients.