

Celebrating our 5th year!

Being in business for almost five years occasions a newsletter, especially when we look back to 2002 and realize how much the business has changed. *Keep reading* to find out how we have expanded our services and to meet our new associates. Future newsletters will cover other interesting topics and companies.

What's new at Hilltop Innovation?

When we started the company, we focused on Opportunity Analysis, our tried and true, team-oriented approach for gathering the information needed to grow the business. Using OA, multifunctional, interdisciplinary teams quickly determine whether a new opportunity should be moved to development or shelved to free resources for other projects. We call it – “Picking Winners.”

We continue to use Opportunity Analysis to help companies, but recently we have developed other ways to help using Break-Out Ideas workshops, competitive analysis and assistance with strategic acquisitions. We have even brokered some relationships between our clients – not quite a dating service but interesting just the same. Whatever we can do to help improve the likelihood of success or speed up the commercialization process!

Case in Point: Break-Out Ideas® - Finland

OM Group, a metals-based specialty chemical company headquartered in Cleveland, OH, was one of our earliest Opportunity Analysis clients. They ran their first workshop in 2002, quickly focusing resources on major opportunities and improving their market strategy. By late 2003, OMG was looking for ways to get their Finnish manufacturing site more involved, so we helped organize a global Break-out Ideas session in the land of the midnight sun.

Working closely with OMG management in advance, we pre-selected areas of interest and were able to start our sessions in Finland by sharing data on various industries and applications. Groups made up of a mix of Europeans, Americans and Asians, brainstormed, analyzed and presented options for OMG to participate in each market area. The entire group prioritized and agreed on actions for each area, which includes a mix of technology studies, Opportunity Analysis and acquisitions assessments.

The Hilltop facilitators worked hard to get everyone involved, even the taciturn Finns, and by the end of the meeting there was a lot of excitement about the new direction.

The concept behind Hilltop's Break-out Ideas Workshop was recently explained in Kim and Mauborgne's book entitled "Blue Ocean Strategy." Successful Break-Out Ideas workshops are aimed at identifying potential "Blue Ocean" opportunities for our clients.

Founders Corner

I find it hard to believe that almost five years have passed since we started Hilltop Innovation. In many ways, the business has more than met my expectations. We have worked with dozens of companies, met many bright and interesting people, and tackled a wide variety of projects. There is always something new and exciting at Hilltop Innovation!



The best part of this job is watching our ideas take root and having a positive impact on client performance. The worst part is the frustration of watching an implementation team get bogged down or side-tracked when there's not much I can do about it. I guess I'm still an operations person at heart!

A couple of years ago, we moved the business from California to Oregon. We were looking for a lifestyle change – and we got it. Now, between teleconferences, we may be doing something around the ranch or riding the horses. The best part of making this move has been when clients come here and find out what a great working environment we have. Hope to see YOU here soon!

- Lynne M. Galligan

Case in Point: Innovation Process - The Netherlands

Crown Van Gelder, a specialty paper producer in Velsen, near Amsterdam, was putting a lot of time and energy into developing a new and improved product development process. Several people from CVG participated in a joint Hilltop-AWA workshop in Amsterdam. They believed our Opportunity Analysis toolkit would provide CVG with the missing link – how to gather and assess all the information needed for a successful stage-gate process.

With the help of Hilltop Innovation, CVG has developed a completely integrated process and is beginning to work closely with their customers to quickly commercialize their ideas. CVG has introduced Hilltop to several of these customers so we can work together to pick winners for both companies.

Competitive Assessment

Several of our clients have asked us to provide an assessment of existing or potential competitors. We gather information from primary and secondary sources to put together a picture of the company's product mix and market position. In one case, the picture painted was so provocative that our client attempted to acquire the company. In another, the competitive strategy analysis provided a roadmap for our client's own strategic development.

Acquisition Strategy & Integration

A key element of assessing potential companies for acquisition is strategic fit. We begin these engagements with a deep understanding of our client's strategy, which we may have helped develop. Next we assess potential acquisitions to determine how they would support the strategy. In addition to gathering background data and assessing a target's strengths and weaknesses, we have developed templates for information gathering during due diligence and to assist integration teams.

Spotlight on:



Printed Electronics

During the last five years, Hilltop Innovation has gained unique expertise and perspective into the emerging printed electronics market. Many of our clients have opportunities in this arena, from raw material suppliers (inks, substrates, etc.) to printers and fabricators. This industry knowledge allows us to quickly assess potential new opportunities for clients and assures they **pick winners** for commercialization.

How To Pick Winners:

Make sure your idea fits all three requirements for success – many companies ignore one of these key elements. Which one are you most likely to forget? For example, technology companies forget to determine the value (Greed); financially driven companies may misjudge the technology needed (Succeed), and almost everyone struggles with what the customer really wants (Need).



Contact Hilltop Innovation

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The Hilltop Team

One of our Associates, **Stephanie Spong**, recently accepted a partnership at Wasatch Ventures (www.wasatchvc.com) We wish her the best and know we'll be working together again soon!

Lynne Galligan, Managing Director

Prior to founding Hilltop Innovation, Lynne served as Chief Technology Officer and Vice President of Business Development for Avery Dennison Corporation. She has previously held senior technology and business development positions at General Electric, Dow Corning and the Dow-owned biotechnology spin-off, Dendritech, Inc.

Jeffrey Parr, Business Solutions

As the co-founder of Hilltop, Jeff developed the process and knowledge management platforms that are a critical part of the services provided by Hilltop Innovation. He is a valuable member of our multifunctional consulting team. Jeff has a BS in Psychology and extensive experience in a number of technical domains.

John Bamforth, Business Mgmt and Marketing – Europe

Please join us in welcoming John to Hilltop. His presence in England will allow us to better serve our clients in Europe. John has over 30 years experience in general management and marketing for a wide variety of European and global companies. He has a BSc and a PhD in Chemistry from Liverpool University. John has managed business growth using his market development skills and strategic planning expertise.



Tara Whitney, Office Manager

Tara joined our team this year to keep everything about our office moving smoothly. Tara has experience as a bookkeeper and loan officer. She will be helping to gather information from our secondary resources. She has an Associates degree in business and has owned her own business here in Oregon.

A *secret* Hilltop attribute is the number of people we know and associates we have to help solve your problems or give you a competitive advantage. Contact us for help with your next product launch or strategic venture

Other Hilltop Associates

Carrie Edgeworth-Haslam, OA Specialist
John Fenn Jr., Thin Film Coating Specialist
Bill Ludwico, Chemical Industry Marketing and Sales
Jackie Marolda, Packaging and Labeling Specialist
Terry Wilson, Consumer and Strategy Specialist
Please visit our website for complete Bios!