Confident Innovation
What we do

Confident Innovation

- Ideate, qualify, build, test and launch new value propositions to deliver against unmet customer needs; all underpinned by our leading-practice process and toolkit

High Performing Experiences

- Design new market-leading experiences, optimise existing journeys, and build / roll-out minimum viable products; all laser-focused on maximising ROI

Supported design & delivery of 50+ propositions

An average of 3x ROI delivered

Growth Strategy

- Specialist advice on new business models, the opportunity they represent, and how to implement to rapidly deliver tangible improvements in results

Average 25% revenue uplift identified

Capability Transformation

- Support clients in designing and delivering new operating models and ways of working

Designed and implemented multiple operating models in each industry vertical
Before we begin designing any innovation process, it is important to identify **the type of innovation** our client is looking to achieve.

**Horizon One**
- **What:** Better BAU. The evolution of existing propositions
- **Who:** Existing BAU teams

**Horizon Two**
- **What:** Disruptive new customer value propositions that build on existing strengths to meet the needs of our target customers
- **Who:** New cross-functional ideation approaches & disruption teams

**Horizon Three**
- **What:** Adjacencies. Blue-sky innovation that harnesses emerging technologies and trends to meet future customer needs
- **Who:** New new ventures
Whilst also aligning the business on the component parts of a value proposition

A customer value proposition is composed of 4 layers, all designed to deliver against a clearly defined customer need.

- **Experience**: End to end experience that delivers the brand promise across all customer touchpoints
- **Commercial & marketing**: Commercial & marketing skills & capabilities that attract, convert and grow customer relationships
- **Product**: Physical / digital product features that meet the prioritised needs of a customer segment
- **Brand promise**: The brand promise is built on customer need and is the foundation on which propositions are built and brought to life

Customer need
Acknowledging that to be truly effective, we know it’s not enough to just think differently but also must ‘deliver’ differently too.

From...

- Marketing
  - Strategy Plans
  - Budgets
  - KPIs

- Product
  - Strategy Plans
  - Budgets
  - KPIs

- Technology
  - Strategy Plans
  - Budgets
  - KPIs

- Finance
  - Strategy Plans
  - Budgets
  - KPIs

Siloed teams with minimal cross-collaboration and individual strategies.

To...

- Marketing
- Product
- Technology
- Finance

- One Strategy
- Clear Visibility of Plans
- Aligned Budgets
- Single set of KPIs

Business wide cross-functional teams with aligned KPIs, strategies and plans, learning from one another.
Experts in growing the value of direct consumer relationships through memberships, subscriptions, loyalty and D2C

Manifesto was created to support a new generation of leaders who are reinventing their business models and building more valuable relationships with their consumers, from strategy to execution.

Recognised 5 years running by the FT as the leading independent UK consultancy for Innovation, Growth & New Business Models.