

Stage-Gate®

Systematic innovation with Stage-Gate®

Stage-Gate® is the most used and recognized process model for management of product development and innovation in the world. With Stage-Gate®, you get a proven process based on best practices from thousands of companies internationally, that can be tailored to your organization and needs.

GEMBA Innovation represents Stage-Gate® in Denmark and is the exclusive partner with the creator of Stage-Gate®, Dr. Robert G. Cooper.



"There are no quick fixes and no easy answers for succeeding at innovation. The answer is true innovation – breakthrough products, services and solutions that create growth engines for the future".

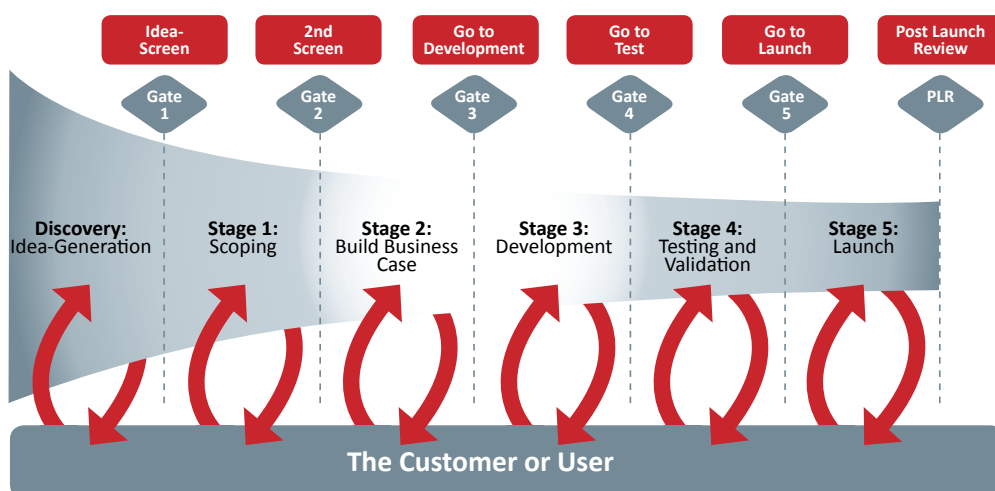
Professor Robert Cooper, senior consultant to Fortune 500 firms and creator of Stage-Gate®

Why Stage-Gate®?

With Stage-Gate® you:

- Get a systematic process from idea to launch to ensure quality throughout the development process
- Establish a framework for making effective go/kill decisions in time
- Only use the company's development resources on the best ideas and projects
- Maximize opportunities for your new products in the market
- Reduce development time for new products from concept to launch
- Create transparency in the company's portfolio of ideas and development projects.

More than 70 percent of leading US companies have Stage-Gate® implemented, and it's documented that companies using Stage-Gate® have a better performance on many relevant parameters compared to companies without Stage-Gate® (www.prod-dev.com/stage-gate.php).



Our competencies:

- Design and implementation of innovation process
- Stage-Gate - GEMBA is associate partner with Stage-Gate by Professor Robert G. Cooper
- User and lead-user research, including mobile research
- Idea and concept development
- Web-based idea management (www.8ideas.dk)
- Training in innovation management
- Strategy and business development
- Market research and industry analysis

Contact

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What is Stage-Gate®?

Stage-Gate® consists of:

- A systematic process model in stages from idea to launch for new product ideas and projects to follow. This ensures documentation, quality and comparability
- A decision model with a number of gates, where decisions on go / kill are done before each stage. It ensures systematic scoring and evaluation of all ideas and projects
- A set of methods, templates, scorecards etc. adapted to each stage and gate. It ensures quality of the development work and documentation in all stages and provides comparability for a qualified selection of the best ideas and projects.

Stage-Gate® is available in the full version or in lighter versions. All versions use the same principles and base of templates, scorecards etc., but in different versions and adapted to your organization.

Many companies choose to deploy two versions of Stage-Gate® to manage larger and smaller development projects.

Stage-Gate® in your organization?

If you think Stage-Gate® could be relevant in your company - or need a review of your current process – then a three step process could be relevant:

- 1** We define your needs and requirements, assess your current process and defines goals for your new innovation process. This is a short but necessary introductory step
- 2** We design and develop your new Stage-Gate® innovation process in close collaboration with the company, based on your knowledge of the organization and our experience and knowledge of best practice and access to all Stage-Gate® resources, including Professor Robert Cooper
- 3** We train managers, project managers and relevant people in the company's new Stage-Gate® innovation process, we support your internal communication and may assist in further implementation, typically in one or more pilot projects.

There can be added a system for portfolio management of ideas and development projects that fits the Stage-Gate® process, to get a full picture and value of your pipeline.

Stage-Gate® Next Generation?

Stage-Gate® Next Generation is for companies that have Stage-Gate® implemented and wish to take the process to next step to ensure faster throughput and a more flexible and adaptive way of working. Stage-Gate® NextGen is inspired by Lean, Agile Project Management and Scrum. For more info: www.gemba.dk/stage-gate

More info and contact

Are you interested in knowing more about the Stage-Gate® and your options, please contact Partner Tomas Vedsmand (+45 40365502 / tv@gemba.dk) or Partner Søren Kielgast (+45 40365501 / sk@gemba.dk).

You are also much welcome to visit www.gemba.dk/stage-gate for further info and inspiration.

GEMBA
INNOVATION



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For more info visit:
[www.gemba.dk/
stage-gate](http://www.gemba.dk/stage-gate)

