

# POINT PIKKER

## R&D | Innovations

POINT PIKKER | INNOVATION offers a comprehensive suite of **innovation and R&D services** to help organizations of all types and sizes stay competitive and drive growth. We act as a catalyst for new ideas, from initial concept to market realization, providing the necessary expertise and resources to overcome internal limitations and achieve transformative results.

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### For Startups and MSMEs

We empower small and medium-sized businesses to innovate and grow by providing access to the kind of R&D expertise typically reserved for larger companies. Our services are designed to be cost-effective and agile, focusing on rapid development and tangible outcomes.

- **Proof of Concept & Prototyping:** We help turn innovative ideas into viable products or processes by developing initial prototypes and validating their feasibility. This reduces risk and attracts potential investors.
  - **Design-Led Innovation:** Our services focus on understanding user needs and applying **design thinking methodologies** to create user-centric products and services that stand out in the market.
  - **Technology Commercialization:** We provide support in moving a new technology from the lab to the market, including intellectual property (IP) protection, business model development, and go-to-market strategies.
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### For Corporate and Individual Companies

For established companies, our services are geared towards maintaining market leadership, optimizing processes, and fostering a culture of continuous innovation. We help you stay ahead of the curve and adapt to evolving industry landscapes.

- **Process and Operational Innovation:** We analyze your existing workflows and apply R&D to identify opportunities for automation, efficiency improvements, and cost reduction. This could involve integrating new technologies like AI or IoT into your operations.
- **Product Modernization:** We help you evolve your existing products and services

through **incremental innovation**, adding new features and functionalities to keep them relevant and competitive in a dynamic market.

- **Strategic R&D Partnerships:** We can act as an external R&D partner, providing specialized expertise and resources for specific projects. This allows you to tap into cutting-edge knowledge without the high overhead of maintaining a full-time in-house R&D team.

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## For Multinational Corporations (MNCs)

For large-scale, multinational organizations, our services are focused on global R&D management, leveraging innovation for a sustainable competitive advantage and navigating the complexities of global markets.

- **Global Innovation Management:** We help MNCs manage and coordinate R&D efforts across different regions, ensuring brand and product consistency while allowing for local adaptation to meet specific market demands.
- **Radical and Disruptive Innovation:** We specialize in developing groundbreaking products or business models that create new markets and disrupt existing ones. This high-risk, high-reward approach is crucial for long-term growth and market dominance.
- **Sustainable and Social Innovation:** Our services include R&D for environmentally friendly products, sustainable practices, and socially impactful initiatives, helping MNCs meet their corporate social responsibility goals and appeal to a new generation of conscious consumers. We also assist with the R&D required to meet global regulatory standards and environmental mandates.