

Closing The Growth Gap



CASE STUDY

The Problem

A major manufacturer of commercial B2B products needed to look across its 3 flat or declining businesses to identify new combinations of capabilities that would generate growth.

How We Helped

Accelare was asked to canvas capabilities across three business units. The goal was to find unique, valuable, and portable capabilities that could be projected into new domains/market opportunities.

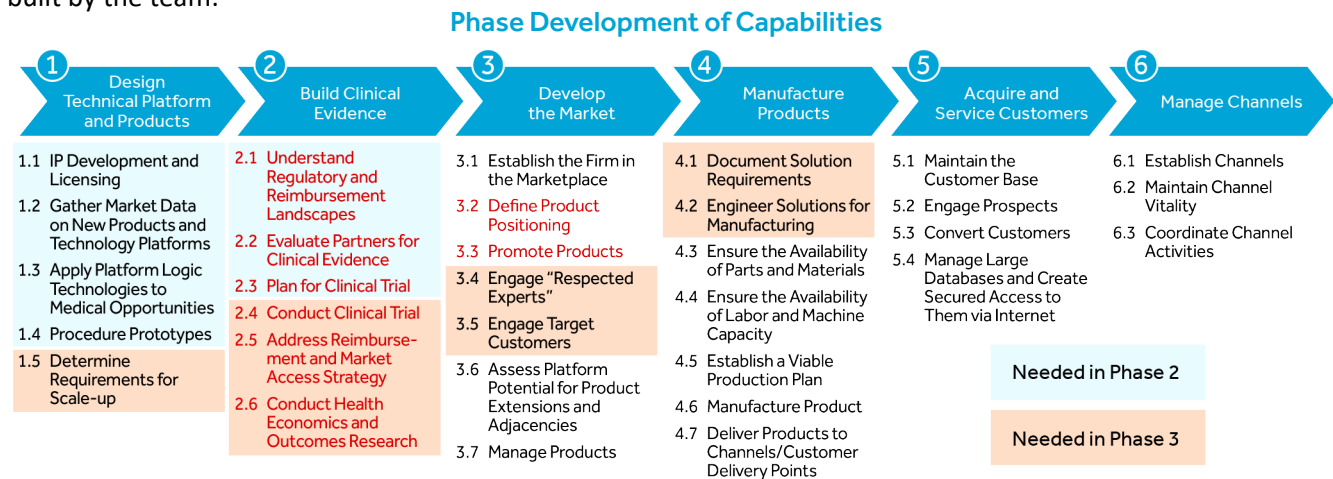
A global team identified several unique and valuable capabilities (the platform logic) including the ability to:

- A. Formulate and synthesize adhesives
- B. Coat complex adhesives on complex material structures
- C. Convert inline multi-laminate structures
- D. Send information to mobile devices real time connect sensors to processors and RFID

Although the company had a small healthcare supplies business, these additional capabilities could potentially address the underserved needs of: physician patient monitoring, wound diagnostics, and hospital-acquired condition prevention.

The team spent 3 months in the ecosystem visiting start-ups, hospitals, physician offices, wound clinics, and long-term care facilities. They identified and validated multiple products that could be built on their platform.

However, to realize these opportunities some capabilities had to be repurposed, others improved, and still others had to be assembled as illustrated (red capabilities were missing) in the Future State Capability Model built by the team:



Outcomes

In 6 months, the team developed a healthy backlog of opportunities close to its core capabilities, illustrated in the pipeline report at right.

Within a year a new business unit was established and had launched its first care monitoring product, with a steady cadence of new product releases that included moisture vapor barrier dressings, microbial adhesives, and wearable diagnostics.

To learn more about New Growth platforms click here: [Aligning HR to Growth Agenda.pdf](#)

