

NAVIGATOR

HORIZON SCANNING & EARLY WARNING SYSTEM

W.I.R.E.

WEB FOR INTERDISCIPLINARY RESEARCH AND EXPERTISE

—
THINK TANK FOR BUSINESS, SCIENCE AND SOCIETY

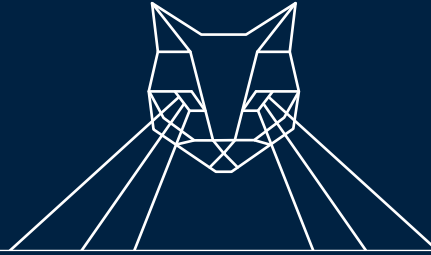
TODAY'S ENVIRONMENT



We never had an easier and more comprehensive access to information than we do today. However, in the flood of facts and forecasts, orientation is often missing: The distinction between relevant and insignificant content as well as the separation of hypes and sustainable trends becomes increasingly difficult.

The dynamics of change and the information overload also obstruct a clear view on topics that do not appear on the public radar – no matter how urgent they may be. The early and systematic identification of developments that build the framework for future value creation becomes the core of successful corporate strategy and management.

SERVICE



The NAVIGATOR enables decision-makers in private companies and public institutions to systematically analyse and proactively shape the future.

Early detection and differentiated analysis of new trends and their relevance

Overview of important developments within and outside the company's own market environment

Sparring partnership for innovation projects and strategic positioning

Content basis for thought leadership, change processes and corporate communication

IN A NUTSHELL

Based on a systematic 360-degree analysis in more than 12 sectors, the NAVIGATOR early detection system provides an up-to-date and comprehensive overview of important new technologies, innovations and business models from an international perspective. This process identifies medium- and long-term trends, permitting the future to be systematically examined.

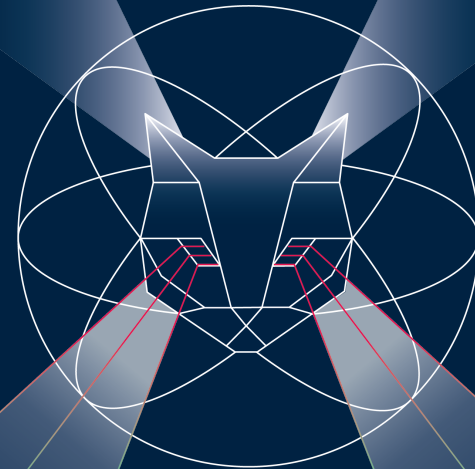
EARLY WARNING SYSTEM



Early identification of relevant innovations and new business models

360-degree view within and outside your own industry

> Basis for early detection of changes



HORIZON SCANNING



Linking short-, medium- and long-term trends

Holistic business model analysis: evaluation of trends

> Basis for orientation and long-term planning

OUTPUT

Continuously updated library that serves as a collection of emerging and macro trends.

Regular electronic updates on signals of global innovation.

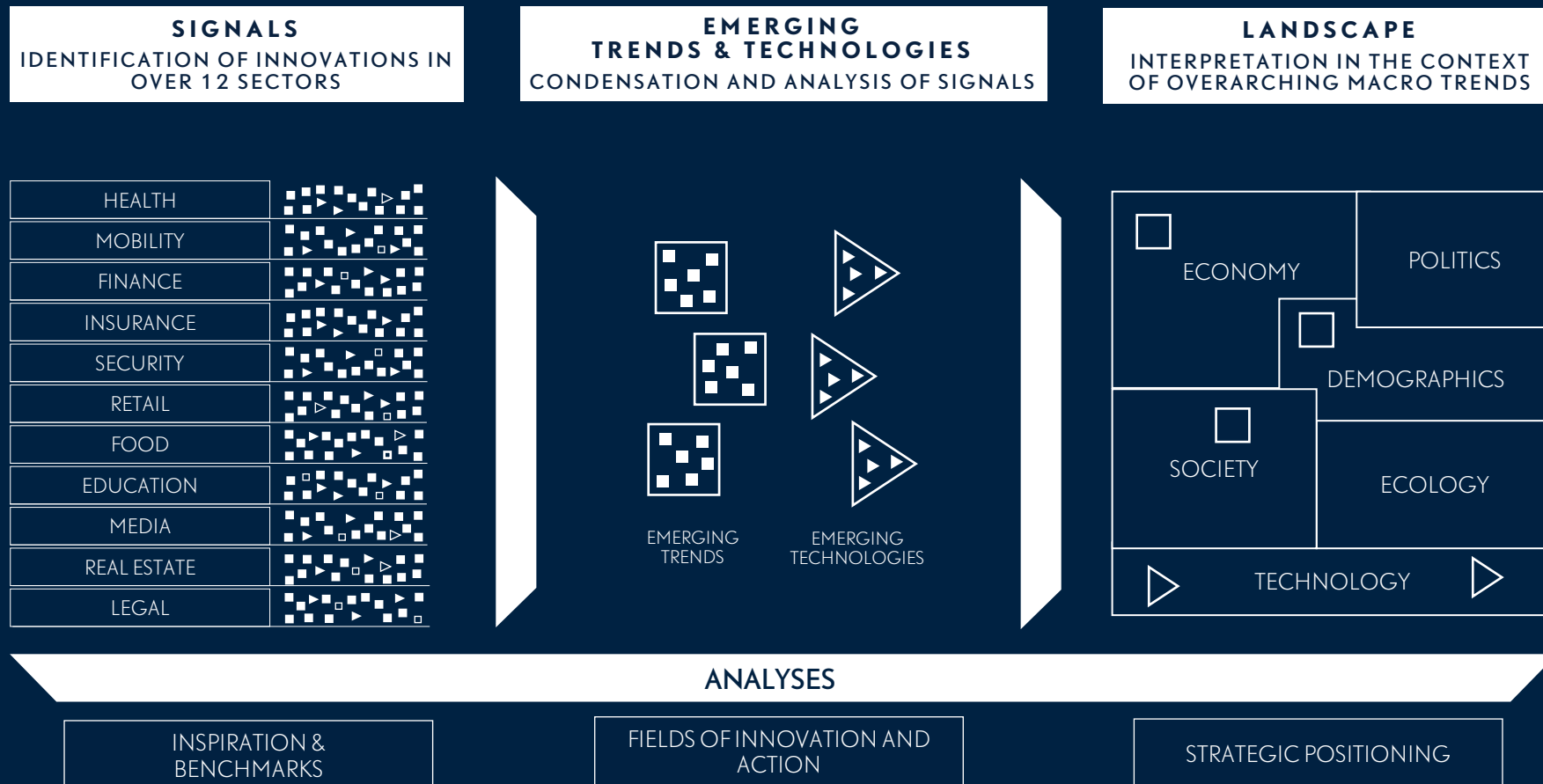
Personal and half-yearly briefings as sparring partner.

Tailor-made annual report including analysis of the most important fields of innovation.

Visualization of the current trend landscape in poster form.

METHODOLOGY

The NAVIGATOR early detection system is based on a continuous screening of market signals in over 12 sectors, which are continuously condensed into emerging trends and technologies. The analysis concludes with the interpretation of new developments in the context of global macro trends, providing partners with a differentiated overview of all relevant topics and thus the basis for long-term strategic positioning.



ADDED VALUE

The NAVIGATOR early detection system enables organisations and decision-makers to identify and structure relevant developments within and outside their own fields of activity at an early stage - and on that basis to develop independent, long-term perspectives and strategies. The service thus offers companies the opportunity to outsource these processes and benefit from cost advantages, best practices and a neutral, external perspective.



360-degree perspective across different sectors from a neutral standpoint



Early identification of important changes



Classification and orientation based on trend landscapes and personal dialogue with the NAVIGATOR team



Quick and easy access to international ideas, benchmarks and inspiration



Best practice and cost benefits compared to in-house solutions



Basis for the development of innovations, long-term strategies, content-based communication and change processes

EXTENSION TO A TAILOR-MADE THINK TANK

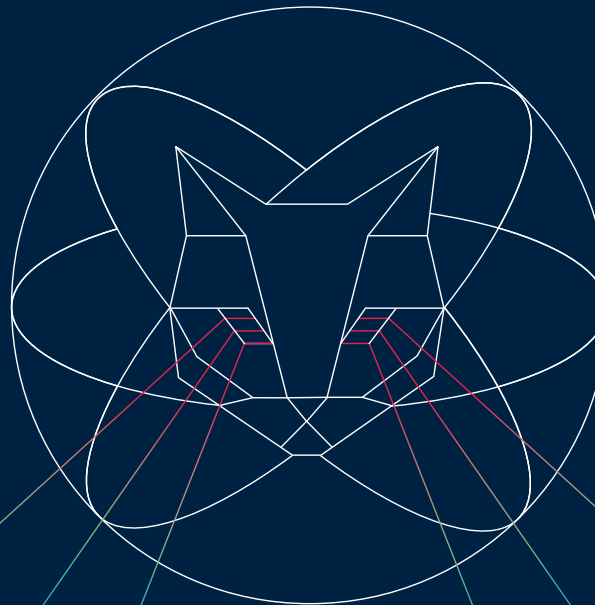
The NAVIGATOR partnerships can be extended by further services of the think tank to meet the needs of the company in an optimal way. The additional services range from internal and external communication to the development of sector-relevant content to position the organisation as a thought leader.

NAVIGATOR

In-depth consultancy for **positioning** and long-term **strategic direction**

Development and support of **transformation processes** for companies and authorities

Identifying and preparing content for **theme-oriented marketing**



Keynotes as input for internal and public corporate events

Conception, organization and execution of **events, conferences** and **knowledge speed dating**

Conception and design of **studies, books** and digital formats such as **apps** and **blogs**

Inspiration, conception and support of **innovation processes**

REFERENCES

The references and applications which were developed with various partners based on W.I.R.E.'s NAVIGATOR illustrate the wide range of generated added values.

Sparring Partner for Board of Directors

Regular management briefings for a leading real estate company as a sparring partner for identifying important new solutions and critically evaluating market potentials

Early Technology Detection

Creation of an exclusive model for the identification of long-term trends, technologies and research areas for a leading Swiss university

Innovation Management

Creation of a specific innovation management process to identify and deepen fields of innovation for a real estate group

Sensitisation of Employees

Leveraging NAVIGATOR content to sensitise employees of an international consulting firm to the opportunities and challenges of digital solutions

Content Board

Use of NAVIGATOR content for the creation of a future-oriented content board for a Swiss foundation

Corporate Think Tank

Establishment of a company-specific think tank to identify sector-specific innovations and develop deep dives for an international medical technology company.

Identification of Societal Challenges

Development of a tailor-made early detection system with a focus on social challenges and potential fields of action for a cantonal authority

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ABOUT W.I.R.E.

W.I.R.E. is an interdisciplinary think tank that aims to promote an open and critical dialogue and to establish interfaces between science and practice.



W.I.R.E. is a leading interdisciplinary think tank that has been engaging with global trends in business, science and society for around ten years. This Swiss “ideas lab” has focused on the early identification of new trends and their translation into strategies and areas of action by private companies and public institutions.

At the interface between academia and practical application, W.I.R.E. stands out for its critical mindset and political neutrality. Its key topics are the digital economy, social innovation and future-proofing. The think tank places its expertise at the service of the general public, private enterprise and public agencies, in fields ranging from life science, financial services and media to food and industry.

W.I.R.E.’s two- and three-dimensional knowledge transfer formats are notable for their harmony of form and content, and for the outstanding quality of their aesthetics and design. The think tank boasts an international network of experts, thought leaders and decision makers.

W.I.R.E.'S CONCEPTUAL APPROACH

In its project work W.I.R.E. relies on its core competency in the analysis of new developments, while at the same time placing client benefit and the corporate DNA at centre stage for the structuring of innovation.

OPEN-MINDED BUT CRITICAL EXAMINATION OF THE FUTURE

W.I.R.E. has many years' experience in the analysis of new trends in the fields of spatial development, new working models and mobility. At the same time, all trends regarded as relevant must be critically analysed. Long-term projects require openness, but also resilience.

DESIGNED AROUND HUMAN NEEDS

Innovation is often equated with technology, and the human factor is often neglected. This is why W.I.R.E. always places added value for the user at centre stage.

DEVELOPING THE NEW IN THE CONTEXT OF TRADITION

In its project work W.I.R.E. pursues the objective of developing new solutions that will meet future requirements. At the same time this presumes knowledge of a company's "DNA" to assess what the future will be built on.