

# How we work according to the type of business, size and profile

by VRD May 02, 2016

We envision an agile, systemic and strategic innovation concept that brings tangible results from the outcome of joint efforts. Over several years of cooperative working with our clients, we understand that each company has its own organizational culture and each business moment brings its own challenges. Based on this learning, we decided to develop collaboration formats dedicated to specific needs and contexts. All of our collaboration formats have two transversal and essential elements: the human being and the research. We believe that bringing the human being to the center of a project results in sharp and innovative outcomes, and we use the research as an active element that feeds the process from the beginning to the end. We have three different innovation offers according to each business, moment and profile. This collaboration formats can be activated singularly or composed as modules of a wider strategic consultancy offer:

## CONSULTANCIES FOR ENTREPRISES

**Strategic Innovation** When there is the need for figuring out the business next steps, rethinking, bringing **new visions to the company**. Foreseeing the future, in mid or long-term, to define strategic paths of communication, products, processes or services.

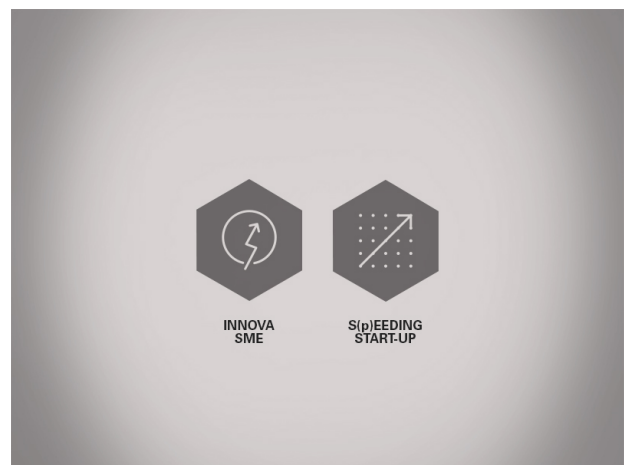
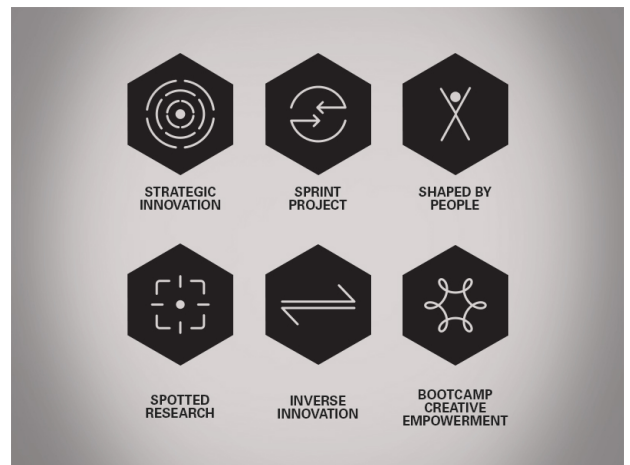
**Sprint Project** When a company has questions and needs of **tangible deliveries in the short term**, when it has the need to carry out an innovation project in a short amount of time. **Shaped by People** When there is a clear strategy, but it is not known what to do or how to make it real, is the right moment to involve the main stakeholder – the client – in these definitions. **Spotted Research** When there are concerns about the chosen path or there's need of dynamic feedback during a project. This research model is based in an **innovative digital tool**, the app Spotted, offering a proactive and non-invasive connection to the final user routine.

**Inverse Innovation** When there is an **unused technology**, patents that have never come to life, a sector that does not take-off or no longer works as it should or an empty space in the production line that can be used to add value to the business. **Bootcamp Creative Empowerment** When a company wants **to implement a Design Thinking approach** in internal innovation processes. We turn innovation in something more than just a discourse, we turn it into an active and shared attitude in the company's daily routine. **CONSULTANCIES FOR START-UP & SMALL COMPANIES**

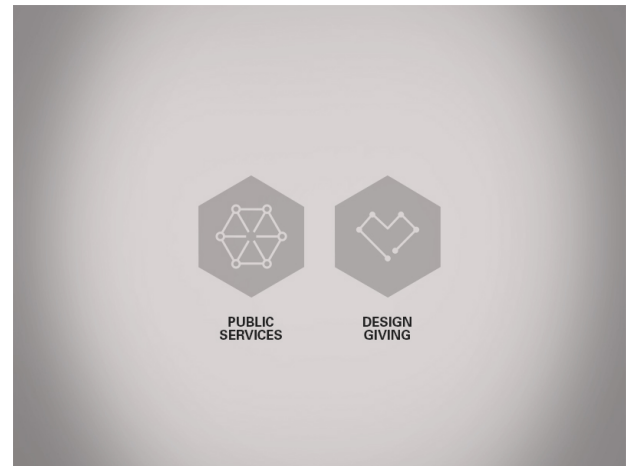
**Innova SME** In small-sized companies innovation is often perceived as a far away concept that demands a great investment of time and money. At VRD we believe that it is possible to innovate regarding the dimension and range of each business, also our adaptive work methodology produces tangible examples that can inspire entrepreneurs to incorporate innovation as an engine of growth for their business. **Start-up S(p)EEDING** The start-up world counts with a wide range of advisors – tax, accounting, administrative and technical; but during the tangibilization process of a business idea they don't always have access to advices on assertiveness and empathy between the business format and the future client. Start-up S(p)EEDING was created with the aim of helping start-ups in the formatting correctly the idea to the market: a way of increasing the certainty about the potential of the idea and develop it for the future of the new business.

**CONSULTANCIES FOR NGO & PUBLIC SECTOR:**

**Design Giving** For high social impact organizations – like NGOs or



Public Sector/Organizations – which have many desires and plans in mind, VRD may be the right player to turn it all into reality. Every year we choose a project in which we believe and help in its execution, we donate our time and expertise for those who have social work as an everyday challenge. We use the strenghts of Design Thinking to think and make a better future together. **Public Services** The puclic, medical, educational, urban mobility services are not always designed considering the real needs of its users, leading to misunderstandings that prevent the social growth of a city. Through our Human Centered Design process, we help public services to be designed according to the real needs of those who belong to the life cycle of these services: public organizations, public servants, suppliers, consumers and users.



**WHAT WE DO?**

INNOVATION DESIGN  
PRODUCT DESIGN  
TOTAL BRAND  
DESIGN RESEARCH  
WELL-BEING & HEALTH  
LEARNING BY DOING  
SEMIOTIC + DESIGN

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