



The Summit System for New Strategies and Business Models

When constructing new strategies and business models, no resources are more valuable than your customers or future customers. They are ideally suited to imagine and detail needed products, services and fundamentally new ways for you to do business and create value in their markets.

Since 1982, our clients have used the Summit Business Development System to help define new strategies for new or existing businesses involving new or core technologies. Use of our 'Summit System' typically leads to breakthrough approaches that enable step changes in value generation and long-term growth, often up to 10 years. Results have been the rapid shaping, validation and launch of new business ventures commercialized using non-traditional business models.

At the heart of the Summit System is the Summit Conference itself, an intense meeting of 12-14 people... but not just any meeting, nor just any people. The Panel is comprised of specifically targeted, international Industrial Opinion Leaders chosen for their ability to describe new ways for our clients to do business in their markets, and to take the first critical actions needed toward implementation on a domestic or global scale. Whether they represent a potential customer, strategic alliance partner, or other key player in the external environment or value-chain, every Panelist is chosen for high relevancy and the specific role their company/industry can potentially play in our Client's future.

Because of their senior level, these Industry Leaders possess not just the knowledge and vision to define new business models for our clients, but more importantly, they possess the influence needed to accelerate critical changes that may be needed for adoption of these new business models in their industries.

Now imagine a team of 12 to 14 such Industry Leaders, from your key markets, working together to rethink and redefine future ways for you to conduct business in their industrial areas... and doing it without initially knowing your identity. Or imagine a team of people from leading companies in new markets you wish to enter.

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