

IDEAWORKS, LLC™

Our Mission

Dedicated to helping entrepreneurs transform good ideas into successful businesses, and helping successful businesses explore new growth opportunities; by maintaining a clear strategic focus on the core new business idea, and living that idea with you, greatly increasing the likelihood of success.



IDEAWORKS, LLC™

Core Team

The key principals in IdeaWorks, LLC include David H. Brenner and Tom Edwards. Their passion is new business formation evidenced by a successful track record of almost 60 years across many industry sectors. Both have enjoyed creating significant new sources of revenue by working closely with small outside companies to exploit their creative ideas. The core team's expertise centers on strategic analysis and planning, start-up management, sales and marketing, new products and services development and new market intelligence.

David Brenner, Managing Partner Prior to co-founding IdeaWorks, Dave established and led the New Business Ventures "skunkworks" unit within Amway Corporation. This unit created several new ventures, including the highly successful Ocean Essentials, Inc. Prior to joining Amway, Dave was President, US Subsidiaries for Kellogg Company, Managing Director of Kellogg Company of Great Britain and held various executive positions with Johnson & Johnson and Procter & Gamble. Throughout his career, Dave has championed the pursuit of new business models and opportunities that fall outside the typical corporate boundaries. Nonetheless, these efforts resulted in major new business innovations in diverse, mature categories such as toothbrushes, first aid products, breakfast cereals, waffles and yogurt. Dave relishes the challenge of working closely with entrepreneurs to articulate the core strategic idea within a new business concept and help create the right strategy and plan to see it succeed.

Tom Edwards, Managing Partner Prior to co-founding IdeaWorks, Tom was a Vice President in Amway Corporation's New Business Ventures unit. Other executive management positions held at Amway included marketing, new business development and R&D product development. Before joining Amway, Tom worked in Continental Oil Company's petrochemical research division. Throughout his career Tom has been deeply involved in new business venture formation. He pioneered Amway's entry into household electronics and security systems, water and air treatment systems and services. His efforts lead to an almost five-fold increase in consumer durable sales for Amway. Tom has considerable experience in negotiating buy/sell agreements, and particularly enjoys the challenge of pulling the right pieces together for a successful business opportunity.

IdeaWorks, LLC™

Transforming Bright Ideas into Right Ideas™

169 Monroe NW, Suite 320
Grand Rapids, Michigan 49503
t (616) 454-4033 / f (616) 454-4474
www.ideaworksllc.com

© IdeaWorks, LLC 2001 / 1.5M (05.01)
"IdeaWorks, LLC" and "Transforming Bright Ideas into Right Ideas" are trademarks of IdeaWorks, LLC

TRANSFORMING
BRIGHT IDEAS INTO
RIGHT IDEAS™

IdeaWorks, LLC™

INCUBATION/ACCELERATION

Transforming Start-up Ideas into Reality

NEARLY 9 OUT OF 10 YOUNG COMPANIES UTILIZING A NEW BUSINESS INCUBATOR DURING THE START-UP PERIOD SUCCEED.

The National Business Incubation Association (NBIA) describes business incubation as a “dynamic process of business enterprise development. Incubators nurture young firms, helping them to survive and grow during the startup period when they are most vulnerable.”

The skills, experience and disciplined, accelerated processes of the IdeaWorks core team—and its strategic alliance with its Service Partners and acclaimed Advisory Council—sets us apart from traditional assistance agencies that provide only basic advice through a much slower process. **Our mission is to mentor early-stage entrepreneurs with emerging growth ideas, shortening the time to crystallize the business idea and achieve business success.**

Through either our resident or non-resident incubation programs, IdeaWorks:

- Assists the entrepreneur with **IDENTIFYING** and **FULLY EXPLORING** strategic business opportunities worthy of serious investment consideration.
- Greatly **REDUCES** the time and resources necessary to establish a company, assemble a team, and design, develop and **BRING TO MARKET** a product or service.

- Significantly **MINIMIZES THE RISKS** associated with business start-ups, including management, technology, market and financial.

In addition, IdeaWorks:

- Provides **PHYSICAL WORKING SPACE**, centralized administrative services, IT and broadband telecommunications access.
- Provides modular remote access capabilities to permit **REAL-TIME ACCESS** to the core team and support services, through our non-resident program.



SKUNKWORKS

Confidential New Business Exploration

As a CEO, COO, or senior executive, you need to ask yourself the following questions:

- Are you satisfied with the **GROWTH PROSPECTS** of your organization’s business model?
- Are these growth prospects vulnerable to the emergence of **NEW COMPETITORS** or the better use of **NEW TECHNOLOGY**?
- Is the timing of your growth efforts congruent with marketplace **TRENDS** and **FORECASTS**?
- Are you convinced that every reasonable growth **OPPORTUNITY** within your company is being **EXPLORED** with appropriate vigor and focus?

- Can your core competencies be reshaped to result in a **BETTER** or **DIFFERENT BUSINESS MODEL** with improved growth prospects? Where will this new model **LEAD** you?

IdeaWorks can help you answer these questions when such business development activities fall outside your company’s current expertise or capabilities, or require a degree of confidentiality not easily achieved in typical operating environments. IdeaWorks offers development experience and expertise to challenge current operating assumptions and lead the exploration into new areas of potential growth through an operational 3-D business model. We live the idea with you, not simply write a “white paper” and walk away.

Projects can be managed entirely by the IdeaWorks staff or managed cooperatively between the IdeaWorks project team and the client company’s staff. Depending on the degree of confidentiality needed by the client, the entire project plan can be completed on a compartmentalized basis, ranging from the highly discreet skunkworks operation to a more traditional project management approach. Project staff can reside at the IdeaWorks facility, at another off-site location, or at the client’s facility.

**LOCKHEED’S TOP-SECRET
SKUNKWORKS PROGRAMS
RESULTED IN THE DESIGN
AND PRODUCTION OF
THE WORLD’S MOST
ADVANCED, HIGH-TECH
AIRCRAFT.**