



## **Insight Product Development Company Backgrounder**

The idea for Insight Product Development was first conceived back in 1988 after Craig Scherer and Doug Brewer were employed to open a branch office of Brooks Stevens Design. With an inspired vision to help companies advance their innovation pursuits beyond industrial design alone, Scherer and Brewer rapidly grew the branch office, eventually taking it over and relaunching as Insight Product Development. Growing beyond its industrial design roots, over the next decade the company added engineering, prototyping, research, strategy and user experience capabilities to create the comprehensive end-to-end innovation services that it's known for today.

After operating from a variety of Chicago-based locations, Insight set down permanent roots in 1999 with the purchase of its three-story, 38,000 square-foot facility headquarters in Chicago's Ravenswood neighborhood. Featuring development labs, a prototyping shop, user research observation facilities, and strategy, engineering and design innovation space, the facility also houses Insight Accelerator Labs (IAL). Launched in 2013 by Insight, IAL is the first accelerator program in the Midwest exclusively dedicated to advancing the technologies of medical device startups toward commercialization.

Over the course of more than 25 years, Scherer and Brewer's re-imagined model for full-service design innovation helped the company to not only survive in the tumultuous design industry landscape that saw numerous company closures, but to become one of the preeminent consultancies in the country. Thriving on the most complex client challenges, the company has cultivated its ability to engage at every stage of a client's innovation pursuits and add value from strategic mapping to new product realization, making it unique among its competitors.

The company's work for clients have earned hundreds of patents, more than forty industry awards, and dozens of "firsts" across a myriad of industries. From the first breast imaging ultrasound system for Orison, to the first unattended carpet cleaner for Bissell, and the first patient-worn predictive analytics system for PhysIQ, Insight has fueled game changing innovation across dozens of industries for hundreds of companies around the world.

Interested in learning more about Insight, or taking a company tour? Contact Lee Vida at [lvida@insightpd.com](mailto:lvida@insightpd.com) or 773-907-9500.