



## **Insight Product Development Frequently Asked Questions**

### **How exactly does Insight innovate for its clients?**

We make meaningful contributions across the entire innovation spectrum for our clients in three ways: (1) By uncovering opportunities for our clients to innovate, (2) innovating the technologies and experiences that enable those opportunities, and (3) driving the design and development of that innovation to not only make it real – but successful in the marketplace.

Whether it's helping a start-up develop the technology for a predictive analytics wearable that led to \$4.6 million in funding, delivering performance, flexibility and usability through a new product design that created an entirely new brand and company business division, or helping a client achieve exponential business growth through technology scaling – our approach to innovation is dynamic and agile in direct response to each individual client's unique needs.

### **What makes Insight different from other design firms?**

Our work doesn't end with strategic recommendations that leave our clients to execute on their own. Our ability to easily pivot from defining strategic direction for client innovation to realizing it as a product or experience is what makes us different. Ultimately, this advantage allows us to offer clients strategy that is actionable, technology that's scalable and design & development that translates into marketable success for our clients.

We value client results, not ideology. Designed to foster a strong culture of collaboration among all members of our multi-discipline team, our business model allows us to merge our collective insights to create the best possible outcomes for our clients. Our tendency to be dead serious about the work – but not about ourselves has resulted in clients openly articulating their appreciation for the absence of ego under our roof.

### **What is Insight known for?**

Given the wide variety of industries and projects we've engaged in over the years, we're known for several innovation "firsts" – from widely known consumer products that include the Big Belly solar powered trash compaction system used by major cities across the country and Bissell's SpotBot® hands-free carpet cleaner, to complex surgical devices that include ConMed Electrosurgery's Altrus® endoscopic surgical sealer and Bayer's AngioJet® Ultra surgical drive system.

**How big is Insight?**

Over the years our team has varied in size, but we average roughly 50 talented professionals under our roof.

**Who works for Insight?**

One of the most experienced development teams in the world - which includes researchers, ergonomists, industrial designers, biomedical engineers, system architects, anthropologists, prototypers, strategists, human factors engineers, model makers, user experience designers, and marketers among others.

**Who are Insight's clients?**

Over the course of 25+ years we've served hundreds of clients, many of which we continue to serve. Given the proprietary nature of our work, we can't name them all, but a small sample of the industry leaders we've worked with include 3M, Johnson & Johnson, Verizon, Dell, Kohler, Philips, St. Jude Medical, Merck, Abbvie, Medtronic, The Mayo Clinic and Microsoft.

**What is Insight's position on diversity?**

We not only support diversity – we rely on it. Our business model is designed to foster a strong culture of collaboration among all members of our multi-discipline team selected for not only their professional talents – but their diverse backgrounds and perspectives. It is the merging of our collective insights that creates the best possible outcomes for our clients.

**What impact does Insight have on the local community?**

We launched Insight Accelerator Labs in 2013 to help drive innovation and local business growth, fuel the momentum of Chicago's health tech startup ecosystem, and improve people's lives. Toward this end, we've partnered with leading Chicago university technology transfer programs to provide curriculum guidance, ongoing student mentorship, and to create opportunities for graduating incubator members from these universities to continue to develop their unique technologies and business strategies.

Members of Insight leadership also contribute to the ongoing mentorship of MATTER Chicago resident members to advance their technologies toward viable concepts and ultimately - commercialization.

Have other questions? Contact Lee Vida at 773-907-9500 or [lvida@insightpd.com](mailto:lvida@insightpd.com)