



WE ACCELERATE THE WAY OUR CLIENTS INNOVATE

ABOUT US / WHAT WE DO

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CLIENT / RECENT PROJECTS



We have been very busy with both repeat business and new clients over the last 12 months, and are delighted to have successfully applied our Innovation Efficiency Toolkit to some new markets. Most clients now request confidentiality in our sensitive field of work, so we won't brag about the names, but we are working for leading multinationals in Nutrition and Consumer Electronics, and in the UK for a major Trade Association, A Business Service Provider and a Seafood Supplier.

WELCOME



The MIH Centre Ltd is 5 years old this June and is going strong. If you have worked with us in the past, thanks, and here's to the next time. If we haven't yet "Made Innovation Happen" for you, this newsletter will tell you more about us and how we might be able to help Accelerate the Way you Innovate.

Editor - Tim Nicol

WE'VE MOVED BUT YOU WON'T HAVE NOTICED!

We closed the doors of our Covent Garden office at the end of last year and are now centrally based in Stamford, near Peterborough in the UK. As our busy clients rarely come to us, it seemed we no longer needed the overhead of a prestige London address. Instead we now work remotely and we do the visiting. Being based in the middle of the UK and around 1 hour from 4 airports helps us to do this. Keeping overheads down means better value for clients.

MY, WE'VE GROWN...

MIH continues to operate all over the World and we use our associate network to deliver projects in Europe, Asia, and the US. In the past year we have delivered projects in the Philippines, the US, France, Germany, Spain, and the UK. In order to cope with expansion and improve our service we are now working with a number of new associates in the UK whom we welcome to the team.



Dave Jordan, Management Associate, is a Blue Chip Marketer with excellent management skills. He has over 15 years of FMCG marketing & commercial experience working for a broad range of companies ranging from Coca-Cola, Dairy Crest, Sainsbury and Scotts International. His expertise was invaluable in a recent project carried out for a consumer electronics manufacturer.



Paul Donnelly, Creative Associate, is a top flight creative director who worked for world-wide advertising agency D'Arcy Masius Benton & Bowles. He worked internationally on many brands including Dolmio, McDonalds, Proctor & Gamble and Nokia and has developed deep understanding of how creativity, brands and campaigns work across borders. As an MIH Associate, Paul has worked enthusiastically on idea generation and concept development.

TEAM ACCELERATE



MIH are delighted to sponsor Team Accelerate - one of the UK's leading Adventure Racing Teams. Team Accelerate is made up of individuals who are not only athletically strong but are a team who understand the need to be 'as one'. MIH has much in common with Team Accelerate: we train, prepare, race and win. (Sometimes we even get a sweat on - and all of our associates are dedicated to personal fitness). We also like to think we can spot a winner! Our involvement came about when Tim decided to do his first ever Marathon, The Flora London Marathon, and was trained by Stuart Hale, Director of Accelerate. Tim and Stuart discovered many similarities between the two organisations, not least the idea of Acceleration, and the common values and beliefs of athletes and businesses. We Accelerate the Way our Clients Innovate. In the last 6 months Tim has run 500 miles and conquered the heat to successfully complete The Flora London Marathon in under 5 hours.

VENTURE CAPITALISTS; GOOD OR BAD FOR INNOVATION?

It seems that no self respecting food manufacturer or retailer would be seen without a VC bid or backer these days. Is the limit of the "Venture" in VCs purely financial? Yes. Whilst it depends on the circumstances of the deal, (e.g. a VC backed MBO or a VC takeover), it is my experience that VCs are largely one trick ponies interested in an early exit and will sit on the board to safeguard that outcome. The motivation for investment is to turn their capital over as quickly as possible. Investment in disruptive, meaningful innovation with a 3-5 year payback will be less likely in VC backed businesses than in publicly or privately owned counterparts. Expect more line extensions that don't stretch capabilities or balance sheets. Any comments?

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PRODUCT NEWS

SHAREPOINT

In moving from the London Office we took the chance to give our IT a makeover and thanks to our Associates at Aparion (Neil and Steve) we now use Sharepoint for project management, communication, and file sharing between ourselves and with clients.

KEYPAD VOTING SYSTEMS

Our A-V Associates Duncan and Sam have upgraded the voting kit we use to new lightweight handsets and an "XP" version of the voting software. In order to cope with increasing demand they have also trained a new Technician, Tim Lang, to operate our particular technique, "Q3".

ON-LINE VOTING

We are seeing an increase in the popularity of our online concept screening tool, "Q2 online". Better functionality and easier deployment, combined with the convenience of "anytime, anywhere" voting is appealing to more and more clients.

That's our news. Come on, let's hear yours. We look forward to hearing from you.

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