

## Cavemen company brochure.

Welcome to Cavemen, **a study office for product innovation.**

There is no doubt about it: companies need to innovate to withstand the growing competition. They can do this by launching new products onto the market through short-term projects and from within the strength of the company.

Do you want to know **the possibilities of product innovation in your sector?** Are you in search of information which can be applied directly in your company structure? We can offer a helping hand.

Our company brochure shows an overview of our most **recent innovation models.**

## Recent testimonial.

*As co-founder of Flanders Food we appreciate the importance of product innovation. This has proven to be a process which evolves slowly however, and there was uncertainty about our own capabilities.*

*For this reason we chose Cavemen to innovate our gingerbread in an accelerated and scientifically founded manner.*

*As a result our internal people and Cavemen employees worked together and developed hundreds of new product ideas. We gave our approval to further develop 6 product ideas to the conceptual level. We received clearly documented drawings and product sheets which are ready for the production of early prototypes.*

*One of the many advantages this cooperation has brought about is an interactive working procedure, which has already led to the creation of several new products.*

Leo Borms, CEO Vondelmolen.



## Our approach.

Cavemen is a **high-quality partner for product innovation**. Our employees are innovation specialists who master the product development process in all its facets.

Developing new products is a **multi-purpose activity**. There are many steps to be taken between the conceptual phase and the realisation of a new product.

Cavemen can make a difference in the first and most essential steps of the product development process. Our approach is focused on the **orientation, generation and definition** of new products. These are three major steps in a process which requires fast and efficient working methods.

## Our products.

Cavemen has developed **particular products** which give a multi-disciplinary approach for product innovation.

These products offer a rapid and efficient insight in both the social and technological evolution.

Cavemen stands for:

- Product Analyses for more **insight in market orientation**.
- Product Ideas for more **insight in technology generation**.
- Product Concepts for more **insight in design definition**.

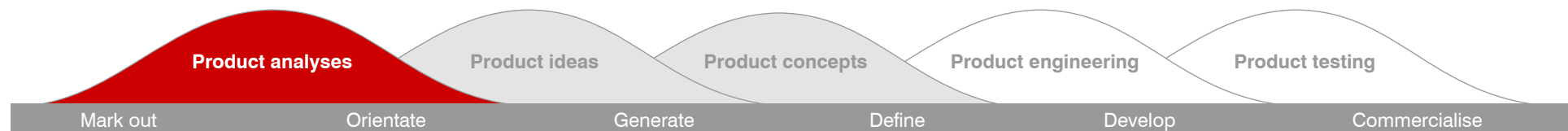


## Insight in market orientation.

Your company wants to grow, but has many questions concerning the further evolution of your market. Innovation identifies and fulfils the wishes of your respective market. This requires a strong market orientation.

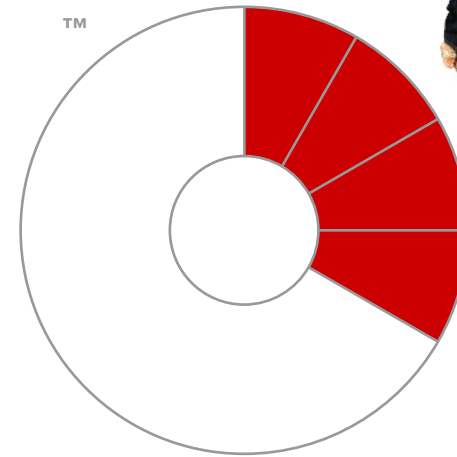
Our **Market Evolutionary Model™** is the solution.

We map the possible consumer wishes in a radar chart and systematically analyse the market opportunities. Our analysis is based on scientific market research by techniques of psychodynamic target group directions.



## Insight in market orientation.

Cavemen can provide your company with an indispensable data-base abundant in specific and visualised **market opportunities**, in order to be sure you are fully prepared to make the right choices.

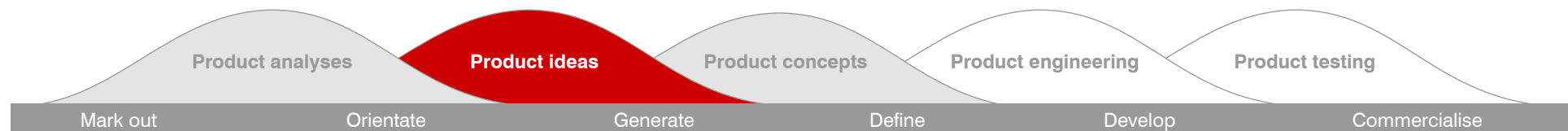
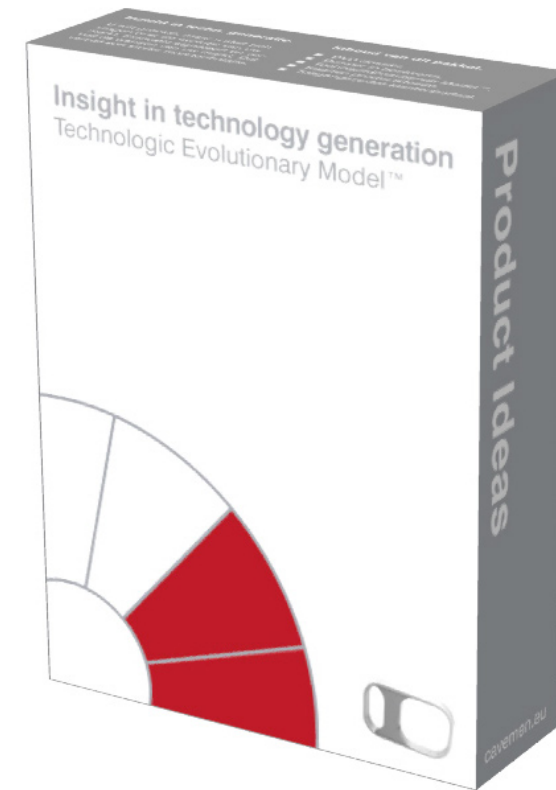


## Insight in technology generation.

Your company wants to renew its variety of products, but has many questions concerning the further evolution of your technology. Innovation identifies and fulfils the changes of your technology. This requires a strong technology generation.

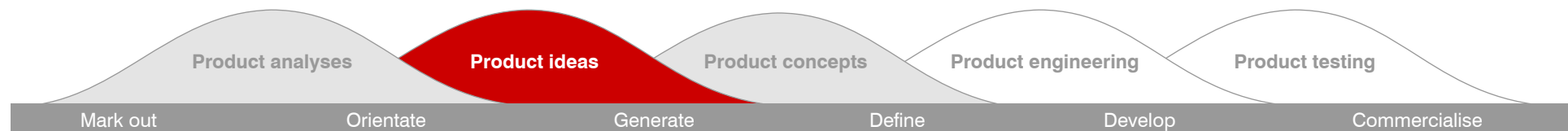
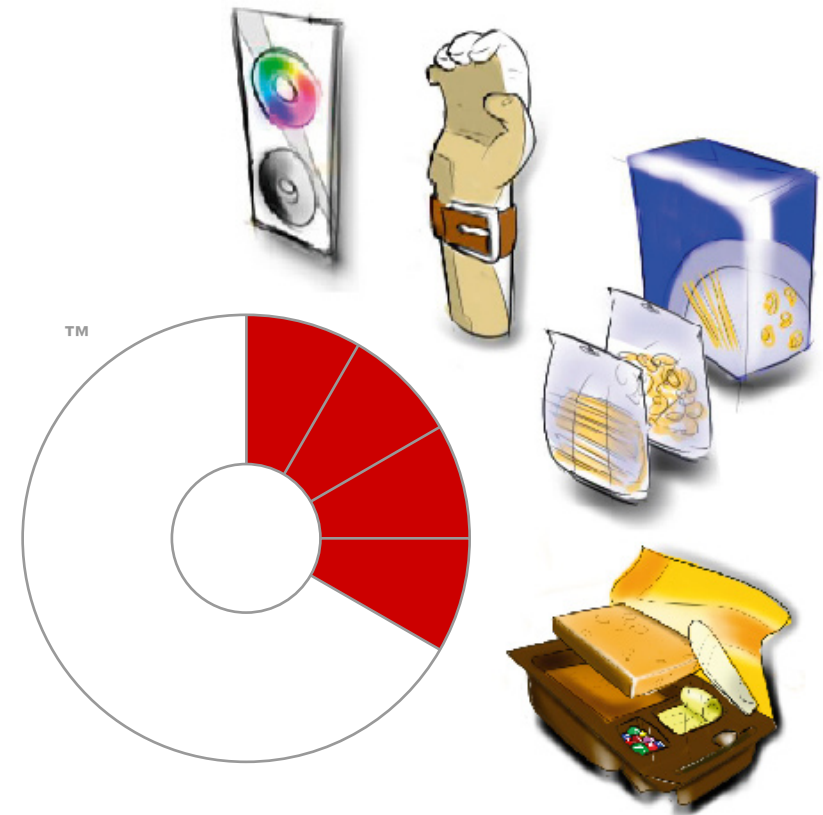
Our **Technologic Evolutionary Model™** is the solution.

We map the possible changes on a radar chart and systematically analyse the technological opportunities. Our analysis is based on scientific patent research by techniques of abstracted product directions.



## Insight in technology generation.

Cavemen provides your company with an indispensable database abundant with specific and visualised **technological opportunities**, in order be sure you are fully prepared to make the right choices.



## Insight in design definition.

Your company wants to innovate, but has many questions concerning the further evolution of your design. Innovation identifies and fulfils the specifications of your design. This requires a strong design definition.

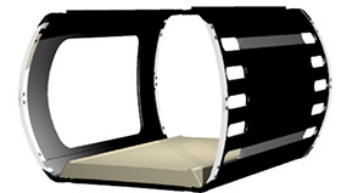
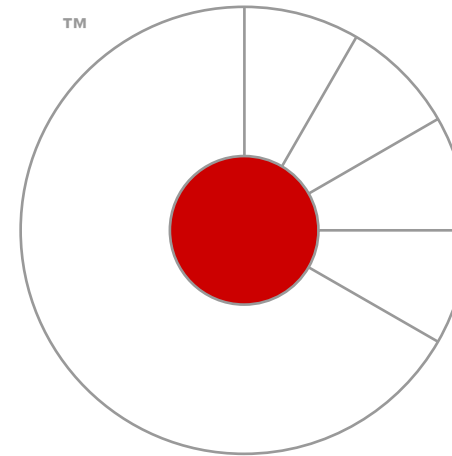
Our **Market Technologic Model™** is the solution.

We map the possible specifications and systematically analyse the design opportunities. Our analysis is based on scientific design methodology of conceptualisation and 3D visualisation.



## Insight in design definition.

Cavemen provides your company with an indispensable database abundant with specific and visualised **design opportunities**, in order to be sure you are fully prepared to make the right choices.



## Our commitment.

Cavemen is able to renew your product portfolio in a **short period of time**. We do this by creating new products which have new functions and advanced performances.

Our products are guaranteed to offer:

- The use of the newest communication tools.
- The use of the most recent innovation models.
- An external and independent approach.
- A perceptible added value for consumer and company.

## Contact us.

There are several ways to contact Cavemen:

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