



# ENDURANCE

## Growth Strategy Consulting

### Product Innovation in Building Products

We help building product manufacturers with new product development by taking a new product from ideation to commercialization

#### Our Clients: Building Product Manufacturers

- Building product manufacturers that want to grow through product innovation by core business extension – new products into existing markets, and adjacencies – new products into new markets.
- Specialized Product Development resource in the Marketing department, supplementing the Product Management or Marketing Communication functions.

#### Our Expertise: Front End Innovation

- Analyzing target markets for new or existing technologies
- Market sizing, segmentation, competition market share and product positioning, channel analysis, and pricing analysis
- Product positioning and value proposition
- Business case and financial analysis with economic value and proforma
- Go-to-market strategy
- Technical insights on prototype development and testing on performance areas such as moisture, fire, durability, acoustics, indoor air quality, and productivity

25+ years of new product development experience with iconic global companies  
Saint Gobain, CertainTeed, and Louisiana Pacific.



#### Other Capabilities

##### Stage-Gate process

- Training and implementation
- Creating company-specific stage deliverables
- Documentation templates
- Stage updates and Gate reviews

##### Ideation sessions

- Developing new product ideas through brainstorming
- Idea scorecard development
- Scoring across strategic fit and attractiveness criteria
- Idea selection



Founder and President Ashwin Himat is a Business and Product Development Executive who has created organic growth through new products, markets and technologies, and inorganic growth through M&A, for 25+ years in the building products industry.

He served as the Senior Director of Corporate Growth & Innovation at Louisiana Pacific (NYSE: LPX, \$4B) leading their corporate growth strategy and creating 3 new businesses, and as the Director of Marketing at CertainTeed (CAC: SGO, €50B) launching 35 new products, one of which gave him the honor of receiving the Wall Street Journal Technology Innovation award.

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