



ENDURANCE

Growth Strategy Consulting

Product Innovation in Building Products

We help building product manufacturers with new product development by taking a new product from idea to launch using the Stage-Gate process

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: New Product Development

- 25+ years of new product development experience with iconic international brands namely Saint Gobain, CertainTeed, and Louisiana Pacific.
- Take a new product, service, or solution concept from ideation to commercialization using the 5-step Stage-Gate process.
- The Stage-Gate process includes Idea generation, Detailed market and technical analysis, Development, Testing and validation, and Industrialization and commercialization.
- Analyze target markets by market sizing, segmentation, competition market share and product positioning, channel analysis, and pricing analysis.
- Develop new product positioning, value proposition, and go-to-market strategy.
- Develop business case and financial analysis with economic value and proforma.
- Insights on prototype technical development and testing on performance areas such as moisture, fire, durability, acoustics, indoor air quality, and productivity.



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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