

Innovation



nataavi

A MULTIDISCIPLINARY CONSULTING
& INVESTMENTS FIRM

Overview

At Natavi we believe that Innovation has to be a culture of the organization, for it to sustainably innovate.

Natavi provides an innovation framework to its customers to enable them to innovate constantly. The framework includes ideation tools and methodologies, the required structure and processes, rapid prototyping, market testing and much more.



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There's a **way** to do it better - Find it.

-Thomas Edison



Benefits

Coordinated innovation strategy

Your innovation activities become coherently organised around an underlying strategy.

Inspiring culture of innovation

Together we create a cultural framework for innovation in your organisation.

Effective usage of cutting-edge technologies

Recognise the profit potential of employing the latest technologies within your organisation.





Natavi helps in setting up Intrapreneurship programs to handle big ideas and enable large organizations to be nimble-footed like a start-up while executing them.



Focus;

Industry innovation

We identify ways to take your company beyond its core business, conceiving new products and services.

- Hunting ground assessments
- Industry disruption assessments
- Technology futures
- Innovation process improvement



Focus;

Market Opportunities

Analysing and describing markets. We find ways to take your technology to new customers.

We focus on

- Market landscapes
- Market assessments
- Business ecosystem
- Partner maps



Focus;

Design Thinking

Design Thinking helps to directly approach complex problems, innovate collaboratively, and create holistic, sustainable solutions with a human-centered focus. We focus on finding the right user persona need, refine and break down the problem statements, Ideating in a structured manner and position your product in the right perspective.



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**Innovation is the ability to see change as
an opportunity - not a threat.**

-Hippolyte De Livry



Focus;

Service Design Innovation

Design Thinking helps to directly approach complex problems, innovate collaboratively, and create holistic, sustainable solutions with a human-centered focus. We focus on finding the right user persona need, refine and break down the problem statements, Ideating in a structured manner and position your product in the right perspective.



Focus;

Social Innovation

Amplifying positive impact by creating solutions that meet the needs of society as a whole.

Focus area;

- Research for Social Impact
- Design for Government
- Participatory Design



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Innovation is **seeing** what everybody has seen
and **thinking** what nobody has thought.

-Dr Albert Szent-Gyorgyi



Focus;

Open Innovation

Natavi identifies the innovation gaps based on the industry and technology trends, scout and curate the right solutions to fill these gaps, facilitate Proof of Concepts (POC) and hand hold the final implementation.





How we move you from idea to launch







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