



## **Overview**

Committed to collaboration and innovation, the InnovaNet Group ([www.innovanetgroup.com](http://www.innovanetgroup.com)) delivers sustainable value and results for clients through business growth, technical development and operations improvement. Launched in June 2011 through the merger of two collaborative partners, Criterion LLC and the InnovaNet Technology Group, the team has tremendous expertise with small and medium-sized companies that range from start-ups to \$500 million entities. The firm's seasoned team of highly-engaged thought leaders applies a collaborative approach to deliver tailored solutions and measurable results to clients looking to grow revenues, improve operations, solve technology problems or develop new products.

## **Areas of Expertise**

### Business Growth

- Analyzing markets and industries
- Developing business models
- Creating and implementing differentiation strategies
- Developing global and domestic growth strategies
- Developing and optimizing distribution channels
- Commercializing new products and technologies

### Technical Development

- Developing new concepts for existing or new markets
- Developing new products
- Improving existing products
- Solving technical problems and challenges
- Improving organizational capability from idea development to concept development, product development and commercialization

### Operations Improvement

- Transforming operations
- Leveraging supply chains
- Designing and improving processes
- Implementing Lean operations
- Balancing agility and discipline in business practices
- Supporting procurement and bid processes
- Designing and facilitating workshops

For more information, visit [www.innovanetgroup.com](http://www.innovanetgroup.com).