



The Darwin Matrix presentation and innovation tool is used by business development managers, marketing managers and people responsible for organisational strategy and its implementation.

How does it help? here is an example: *By running a facilitated workshop on innovation, the business development manager is able to get agreement on business development plans - what's more he or she will have an App to use with their chosen team members to facilitate the implementation of the business development or strategic plan. The team uses the Darwin Matrix on an "away day" so they are familiar with how it works. They are allocated (self-appointed) tasks and work in collaboration (digitally and in real time with the App) with other team members to fulfil their objectives. The innovation and business development plan doesn't stop with innovation away day, its the beginning of the Darwin Matrix process. Baker Goodchild has been using it for 6 years and their turnover has increased on average over 25% per year (37% this past year). They use the Matrix as a valuable resource in house and as a more robust way to grow their business.*

The Director for Baker Goodchild, Adam Stafford said "Its brilliant, its an absolute goldmine for us, it keeps us in touch with each other in real time and on an ongoing basis."

Sales presentation tool? *The Darwin Matrix is used as a powerful sales presentation tool - crucially it helps to win new business using the latest smart application technology. James Welch, Director of ITR technologies, said "The Darwin Matrix looks and acts like my brain works - it's the best presentation application I have seen in my 15 years as a sales director."*

For more information contact john.rainford@strawberryfields.com

"The brainstorming sessions with the Darwin Matrix proved to be both exciting and productive, its genius in the way that it identifies unseen connections. and helps to provoke new solutions" Dr. Allan Samuel, Business Development Manager for Royal Dutch Shell.

"They quickly understood the uniqueness of our business prognosis using the Matrix, simply amazing." Ken Bailey, Operations Manager, ABB.

"We were so pleased with the results, our business teams were able to collaborate and track worthwhile innovations." Tony Baxter, Marketing Director, for T&B Intelligence Logistics.