

FutureBridge

WEAK-SIGNALS MANAGEMENT (WSM) MODEL

IDENTIFYING YOUR FUTURE OPPORTUNITIES



Introduction – Weak-Signals Management (WSM) Model




Access the true breadth of Science and Technology (S&T) signals globally before they are commonly known
 Efficiently distinguish relevant signal clusters from one-off blips – especially in new or unfamiliar S&T domains
 Track a relevant early-stage technology / weak-signal cluster through the “tipping point” from “interesting” to “actionable”

Scan Everything

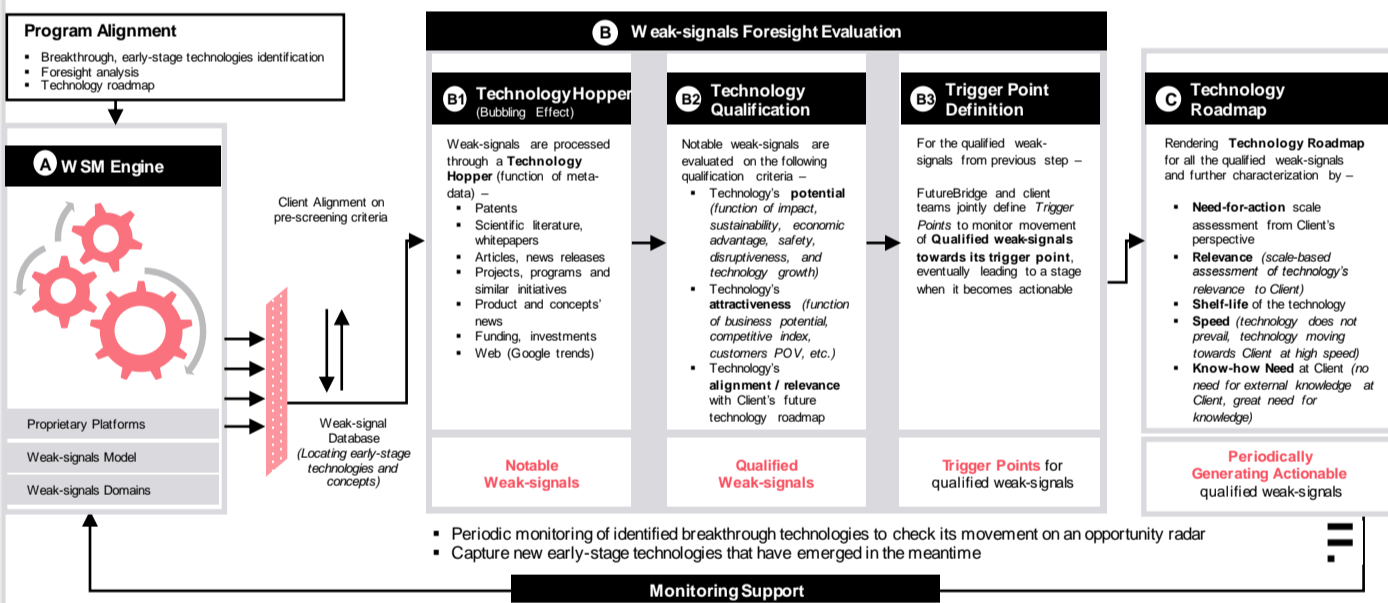
Miss Nothing

FutureBridge’s “Weak Signals” methodology, delivers these attributes through proven tools and idea scouting approaches.

FutureBridge’s Weak-signals Management Model can incorporate several best practices and would tap a diversity of inputs, as mentioned below –

 <p>Weak-signals Management Engine</p> <ul style="list-style-type: none"> Leveraging proprietary platforms Weak-signal / foresight search mechanism Weak-signals domains 	 <p>Weak-signals / Foresight Evaluation</p> <ul style="list-style-type: none"> Technology Hopper (Bubbling Effect) Technology Qualification Trigger-point Analysis 	 <p>Technology Roadmap</p> <ul style="list-style-type: none"> Need-for-action scale assessment Relevance of early-stage technology Shelf-life of the technology Speed (technology moving towards Client) Know-how need at Client
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Weak-Signals Management (WSM) Model



Value Elements of Weak-Signals Management (WSM) Model

WHY Weak-Signals Model

- Coverage:** Complete Science & Technology Domain **Spectrum** Coverage
- Continuity:** Continuously identifies new weak-signals and devaluates old weak signals over time
- Crystal Ball Gazing:** Builds on reported use-cases of weak signals, but more emphasized on **Future Possibilities** & Use-cases
- Customer Aligned:** Derived use-cases or applications highly centric to the end customers’ **Sustainability** goals or value
- Collaborative:** End-to-end implementation support via **G-T-M Strategy** or technical due-diligence for either in-house development or fast-tracked M&A target evaluation

This engagement returned new and novel early-stage technologies; reinforced our future research (in-house R&D team) division for aligning with an outstanding product.

– Major German Automaker

WSM program assists our technology foresight campaign every quarter to only focus on the promising technological trends whilst keeping fads off limits.

– Tier 1 Supplier (Commercial Vehicles)

About FutureBridge

FutureBridge tracks and advises on the future of industries from a 1-to-25 year perspective.

We keep you ahead on the technology curve, propel your growth, identify new opportunities, markets and business models, answer your unknowns, and facilitate best-fit solutions and partnerships using our platforms, programs, and access to global ecosystems and players.