

Research with owners of small and mid sized companies finds  
6 out of 10 need ideas for COST SAVINGS  
8 out of 10 need ideas for GROWING TOP-LINE SALES



Presents

## EUREKA! Winning Ways®

A disciplined process for developing

**Measurably Smarter Choices for Growth**

- 1) Choices for more effective **marketing messages**
- 2) Choices for capturing **new customers or markets**
- 3) Choices for new **products, services or business models**

**EUREKA! Winning Ways Projects** start with the Eureka! system of disciplined idea engineering that helps your team think smarter and more creatively about growth than ever before. Then, the top ideas are researched using the Merwyn success screening system to identify those ideas with the highest odds of success. Finally, the best ideas are accelerated to market with coaching in the Trailblazer action planning framework. **All projects are led by MMTC experts who have been certified in the Eureka! Ranch technologies.**

Idea Engineering ► Success Screening ► Action Plan Coaching

### Bottom Line - What's in it for you?

- 50+ Choices for Growth outlined in a disciplined format
- 4 scientific research reports on the probability of success for the best ideas
- 12+ written & refined ideas for growth that your team is excited about
- 2 leadership action plans for turning the ideas into reality
- 30 days of expert action plan coaching to accelerate success

### NO EXCUSES GUARANTEE

*We guarantee that two or more of the ideas you create and test will exceed the average score for Merwyn Research or at no cost we will personally help you recreate and retest until at least 2 ideas score above average.*

#### MMTC Credentials

MMTC has helped small and large manufacturing companies identify and implement process changes that make them more successful. Our Lean Transformation service has cut an average of 20% of the time, effort or cost from client processes. With **Eureka! Projects** we help companies utilize the excess capacity created with lean projects to help them grow by 20% or more.

#### Eureka! Credentials

Since 1986 the Eureka! Ranch team has created and researched more business building ideas than any team on earth for industrial, B2B and consumer companies. Among the most well known and successful Ranch clients are: Walt Disney, Nike, Procter & Gamble, J&J, Hewlett-Packard, American Express and AT&T.



#### Small/Mid-Size Companies Say

*"The materials we produced using the Eureka! principles are by far the most effective I have ever used. I've already sent out four quotes to new customers, with more on my desk to do."*

**Martin Bowman - Q-Pulse Software**

*"We sent out a trial mail shot on our new product (developed by the program) on Thursday to 18 customers and received three orders this morning (Monday) - definitely the **fastest response ever.**"*

**Douglas Lamb - The Boxshop Ltd**

To learn more call MMTC at (888) 414-6682

[www.mmtc.org](http://www.mmtc.org)



**Idea Engineering**

**A disciplined system for thinking smarter and more creatively about old & new ideas for top-line growth.**

Eureka! 7.0 is a seventh generation idea generation system that leverages how adults think and create as opposed to brainstorming that encourages “childish creativity” and “wacky thinking.”

Eureka! 7.0 uses 1) data to stimulate insights for growth, 2) deep thinking to turn the insights into ideas, and 3) multi-disciplinary feedback to turn ideas into Measurably Smarter Choices for Growth. Research finds Eureka! sessions deliver 8 times more actionable ideas than old fashioned brainstorming. (Patents Pending: #60/644,395, #11/332,940).



**Success Screening**

**A scientific way to separate big ideas from costly losers - before you've wasted significant time and money.**

Merwyn evaluates how “obvious and self-evident” your idea is to potential customers. It does this by benchmarking your idea on 50 success factors. The factors were identified by reverse engineering what separates market successes from failures.

Merwyn has an 88% reliability forecasting probability of success. It has been validated for Industrial, B2B and Consumer initiatives. It has also been validated versus classic research methods like: AcuPOLL, BASES, evaluate, Direct Mail and Internet Response. (Patent Pending #10/314,084)



**Action Plan Coaching**

**A management framework for developing a “continuous flow” portfolio of growth initiatives.**

Trailblazer coaching provides a system for investigating and developing new ideas faster, cheaper and with less risk than classic methods. It's based on thinking like a “new business start up”:

- 1) Individual ownership & responsibility
- 2) Borrow don't build or buy
- 3) “Fail fast - fail cheap” learning cycles
- 4) Confront project death threats

In two separate studies, Trailblazer was found to successfully develop new ideas with 10 to 20% of the staffing, time and money versus classic research and development methods..

**Frequently Asked Questions about Eureka! Winning Ways Projects**

**Q - I know MMTC as being great at LEAN Manufacturing - why can I believe that they can deliver growth?**

A – All projects are lead by MMTC Business Experts who have successfully completed the intense Eureka! Boot Camp facilitator training program of teaching & real-world application.

**Q - What makes Eureka! unique?**

A - In a word - DATA. The Ranch has a fanatical commitment to LEAN/6-Sigma principles of systemic change. Eureka! leverages principles like:

- Customer Pull not Company Push
- Continuous Flow Growth
- Focus on Key Value Added
- Plan - Do - Check - Act Learning

**Q - Is it for smaller companies?**

A – The Eureka! Technologies have been specially modified with case studies and data from 1,300+ hours of work with small and mid-size companies.

**Q - What companies is it best for?**

A – The program has been shown to be most effective with 1) manufacturers who are urgently seeking growth opportunities and 2) high growth companies that want to keep the momentum going.

**Q - Can I afford it?**

A – The program provides 100% of what small companies need at 90% lower cost than big companies pay. This is possible because national support by the NIST/MEP network as well as state and federal support of MMTC.

**Eureka! Testimonials**

*“Eureka! has a rigorous, quantifiable process for inventing ideas.”*  
**CIO Magazine**

*(Eureka!) might just have what we've all been looking for, the happy secret to success.”*

**DATELINE NBC**

*“Doug Hall (Eureka! founder) is a corporate Robin Hood he takes from his big corporate clients and gives to small businesses.”*  
**Venture, CBC-TV (Canada)**

*“PRACTICAL STUFF. Worth it's weight and price 1000X over. It's as important for companies at \$1 million as at \$1 billion. Credible because it's supported with a ton of VERY HARD Data.”*

**Tom Peters Author**

On the principles behind this program



**TO LEARN MORE CALL (888) 414-6682**

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