

FORTH Project Details

Sector: Construction

User: Bruil

Country: The Netherlands

Year: 2020

Online Offline

Facilitator(s): Theo Voogd, August Eckhardt



Innovation Assignment:

Due to the changing demands of the market, such as building materials with the lowest carbon foot print and the emerging digital fabrication in the industry, Bruil aims to develop new products and services, which can represent great leaps and bounds in achieving its ambitious mission, 'Smart products, using less raw material'.

Highlights of the process:

With a core team of 10 people and an extended team of 4 top managers and shareholders, Bruil discovered 93 customer frictions among clients, by online interviewing. We generated 1211 ideas and developed 12 new concept statements. We tested the concepts online by 88 clients and gained 160 reviews, using MS forms and PowerBi for analysing the outcomes. Finally, we developed 5 mini new business cases, of which 3 are quick wins and 2 are revolutionary to the world.

Main results:

The result of this second, and just finished, FORTH journey of Bruil is a clear choice on which 3 business cases we will focus, to achieve our ambitious mission in 2025 and beyond. As a producer of construction materials, we will develop new products and services, which we assessed not long ago as unfeasible. These business cases will contribute significantly to our 2025 mission in terms of digitalisation, a reduction of at least 50% of our raw material and the lowest carbon foot print possible.

Thanks to the online FORTH journey, we were able to continue our ambitious program without delay during the COVID period.

