

### FORTH Project Details

Sector: Industry (Healthcare)

User: Life & Mobility

Country: The Netherlands

Year: 2016

Online  Offline

Facilitator(s): Gijs van Wulfen & August Eckhardt



### Innovation Assignment:

Life & Mobility is a market leader in the wheelchair and scooter mobile industry related to complex care and cure. To ensure and extend their market share, they were looking for both evolutionary and revolutionary new product-market combinations in the Benelux region and five other strategic export countries.

### Highlights of the process:

To fully understand the target group we experienced all kind of wheelchairs, scooter mobiles and other mobility products before the Kick-Off meeting. During the process, team members were very curious and enthusiastic to observe and learn from their customers. They even spent their weekends visiting scooter mobile communities. We generated 1163 ideas and involved outsiders from other industries and knowledge institutes in our expedition.

### Main results:

The results were 3 very valuable Mini New Business Cases. One consists of an innovative seating system, which is now integrated into their wheelchair product line. In 2021 they expect to launch a competitive flexible solution for export markets.

