

Unlocking the promise of innovation.

OUR STORY

For nearly twenty years, ?What If! has partnered with organizations hungry for growth. We invent new products, brands, services, and business models; and we help our partners build their in-house innovation capabilities. Our style is provocative and passionate. Our mission is maximum impact.

IMPACT

Partnered with leading global pharmaceutical company to design, pilot, and roll out new organizational structures and capabilities to make everyday innovation a reality

Created a new fuel additive for a multinational oil company that was rolled out to 14,000 gas stations in the US; generated incremental revenue gain of several hundred million dollars

Reinvented the tourism strategy for a Caribbean destination, identifying the key growth drivers and developing innovation strategies across the entire visitor experience

Partnered with a European broadcaster to conceive and launch a breakout brand in the crowded internet service provider market; first-year revenue target achieved in just six months

Designed a worldwide innovation community for a leading global bank, with training and project support, including an e-learning program that reached 350,000 employees

Created a new international beer brand for a European brewer; currently being rolled out in 22 countries worldwide



EXPERTISE

Invent: Create and deliver new products, services, brands, and revenue streams

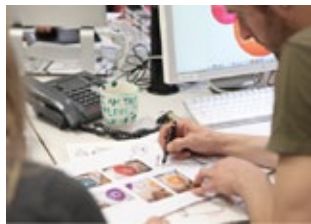
Disrupt: Develop breakthrough business models and pioneer new territories for growth

Accelerate: Speed the journey from concept to commercial impact

Lead: Develop a game-changing innovation vision and drive it through to impact

Educate: Unlock creativity, boost innovation capability, and build confidence and energy

Transform: Create the momentum to make innovation take hold across an organization



SECTORS

Automotive	Healthcare
Beauty, Fashion & Luxury	Media & Entertainment
Consumer Goods	Retail
Energy	Social Ventures
Financial Services	Tech & Telecom
Food & Beverage	Travel & Hospitality

CLIENT PARTNERS

Barclays	HSBC	PepsiCo
Citi	IHG	Pfizer
CNN	J&J	Sainsburys
Ford	Kraft	Samsung
Four Seasons	Masco	Unilever
Google	MolsonCoors	Virgin

?WHAT IF! by NUMBERS

10,000+ innovation challenges cracked
1,191 combined years of innovation experience
40+ countries where impact is felt
26 languages we speak
50,000+ executives trained across 20 industries
58,765 milligrams of caffeine we consume each day
125 businesses launched by ?ers in their past lives
7,630 training sessions led each year

AMERICAS New York

+1 212 625 9850

New Business Enquiries:
Lopa.Desai@whatifinnovation.com

Speaking & Media Requests:
Michael.Sendrow@whatifinnovation.com

EUROPE London

+44 (0) 207 535 7500

New Business Enquiries:
Matthew.Cushen@whatifinnovation.com

Speaking & Media Requests:
Sarah.Wilson@whatifinnovation.com

EUROPE Manchester

+44 161 247 7767

New Business Enquiries:
Matthew.Cushen@whatifinnovation.com

Speaking & Media Requests:
Sarah.Wilson@whatifinnovation.com

ASIA PACIFIC Shanghai

+86 21 6218 2266

New Business Enquiries:
Janet.Liu@whatifinnovation.com

Speaking & Media Requests:
Janet.Liu@whatifinnovation.com