

MTD Innovation Process and Template

Innovation Steps

1. Brainstorm pain points, problems, issues.
 - a) Get input internally, consumers, retailers, etc.
2. Generate ideas to address previous step.
3. Design/develop solutions.
4. Fabricate prototypes or renderings to get more feedback and to improve solutions.
5. Sell ideas/concepts to our internal customers to generate production project process.
6. Review lessons learned, possible production issues, concerns, etc.



Innovation Meeting

Innovation area of concentration:

Customer need – What are pain points for our customers? What are we trying to solve?

Possible solutions to the needs or pain points, problems?



Innovation Development

IMAGE OF IDEATION

Resources / Timing

Tooling	\$100K
FTE (#)	1.5
SOP	Jan. 1

Financial Targets

Volume	150K
MSRP	NA
Cost	NA
YoY Cost Delta	-\$2.50

Brands

Cub Cadet
Troy-Bilt
Yard-Man
Remington

Sales Pitch – Customer need

- One or two sentences that best describes the reason for making this product.

Key Features & Benefits

- Feature and benefit description
- Feature and benefit description
- Feature and benefit description
- Feature and benefit description
- Feature and benefit description

Project Drivers

- What are the trends for this project? Competitive pressures, retailer pressures, OPEI data, etc...? Is there an internal cost, supplier, or quality reason for this project?
- Are there any current or planned studies to support this project?

COST TARGET:
N/A

COST DELTA:
-\$2.50

IMAGE OF
COMPETITIVE
BENCHMARK

IMAGE OF
COMPETITIVE
BENCHMARK



Innovation Development

Concerns/Challenges

-

Market competitors and key specifications

-

Lessons learned

- What issues were found while prototyping
- What could be improved in a production model