



**Service One**  
**We create your first range**

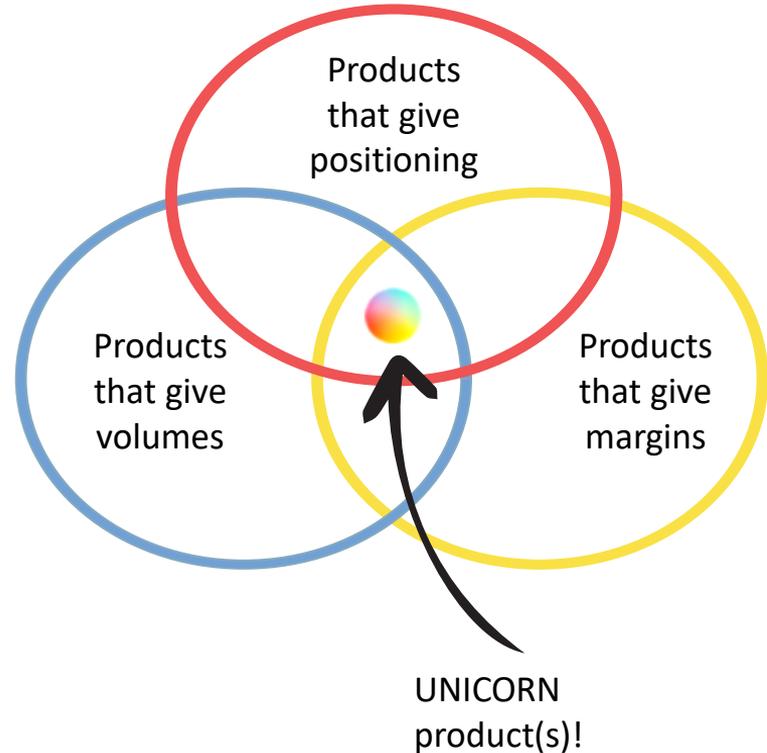
**Roadmap to create your first range of original products.  
From scratch.**

**Background** You are a start-up, a scale-up or an established firm that wants to enter your present or new market with a range of your own, original, commercially sound products.

**How** Step by Step. When you enter the market, you need some product for positioning, something to give you volumes and something to give you profit. Together, we find out how many you need in each group.

There are amazing products that does triple job. We call them unicorns, some other calls them geniuses, heroes or angels. One can enter the market with one product only if it is a Unicorn.

**Why** Like humans, also products give better results when working together. To have a range means basically makes sure that “the eggs are spread” an different products work in a team.



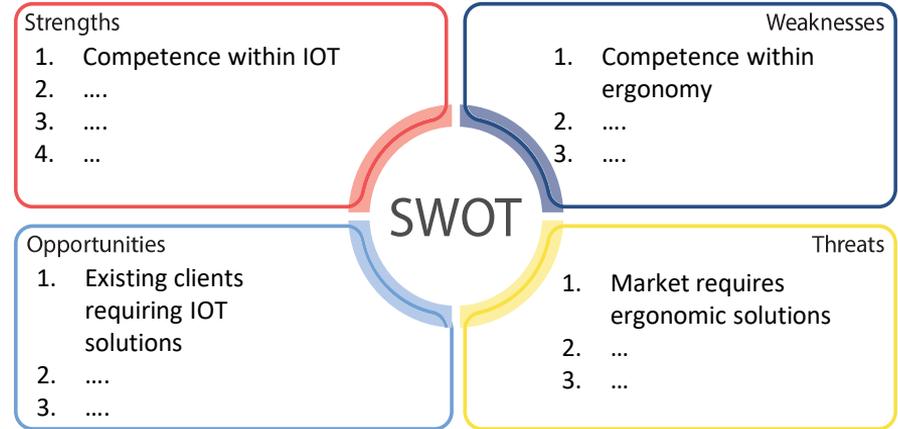
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Now you want to know from which strengths you need to work from. Also, what combo of weaknesses and threats you have got to mitigate to keep afloat in the meanwhile.

We use a tool called the Rolls Royce of SWOT where we map your top combos of strengths and opportunities.

**How** workshop with keys stakeholders or the whole workforce, depending on your needs and resources.

**Why** to take facts based conscious decisions about the commerciality of your first range of products.



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**Macrotrend research**

Now we choose some macrotrends to focus on.

There are plenty of trends and you want to know which ones are the next 3/5/10 years-trends that are widely acknowledged, those which are there to stay.

You want your products to be relevant and meet real needs. Example for widely acknowledged macro trend: urbanisation, pet humanisation, middle class raise wage in Asia, equality on the rise, aging population.

**How** We use a number of accredited sources. We choose always the open ones first.

**Why** To crosscheck trends. To minimise your costs.



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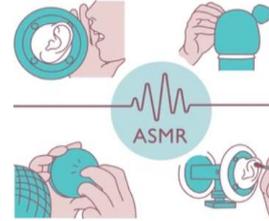
**Microtrend research**

Now you want to know, within the main global trends, which ones are the most important micro trends in the specific market where you want to launch your product. You need to know what people wants and buy in the market you want to be.

Some example? ASMR, plant based food technology, alcohol free spirit, alternative currencies, pet fashion and furniture, Luxury cars designed with women in mind.

**How** the intersection of macro and micro trends will draw a more specific identikit of your range.

**Why** Customers are local.



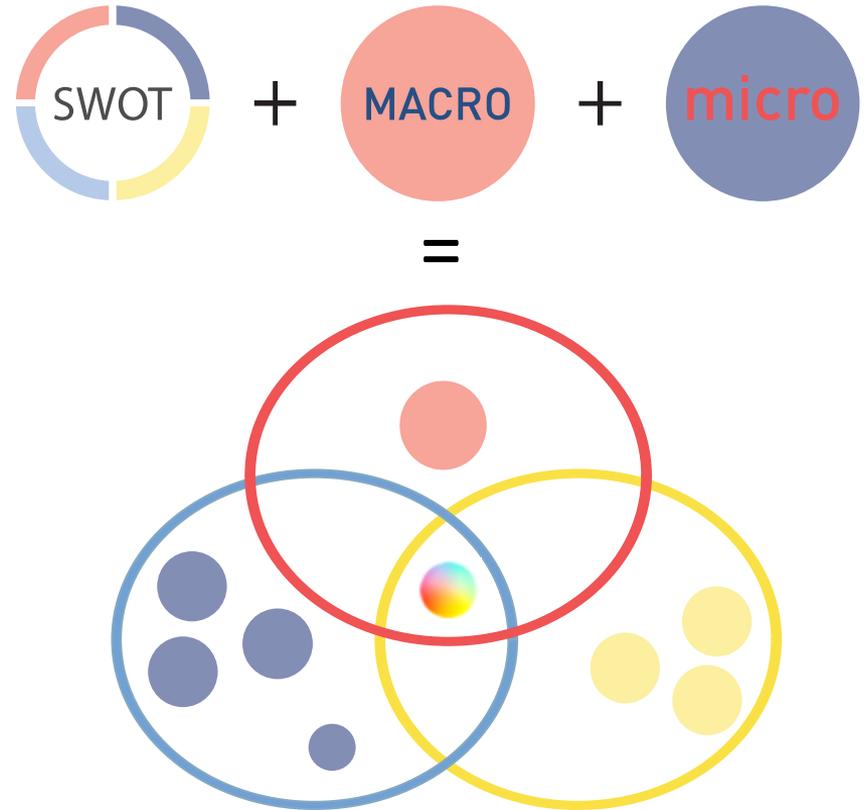
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Whatever overlapping we found among global macrotrends, local microtrends and your own strengths and opportunities will give you a list of commercially sound products, ready to be mapped.

You will receive a list of highly potential products to be developed in the market of your choice, based on your timeline, strengths and resources.

**How** By framing potential products resulting from the intersection of macro and micro trends and that can be delivered by your best strength within lowest hanging fruits. It is a sudoku.

**Why** To maximise chances of results.

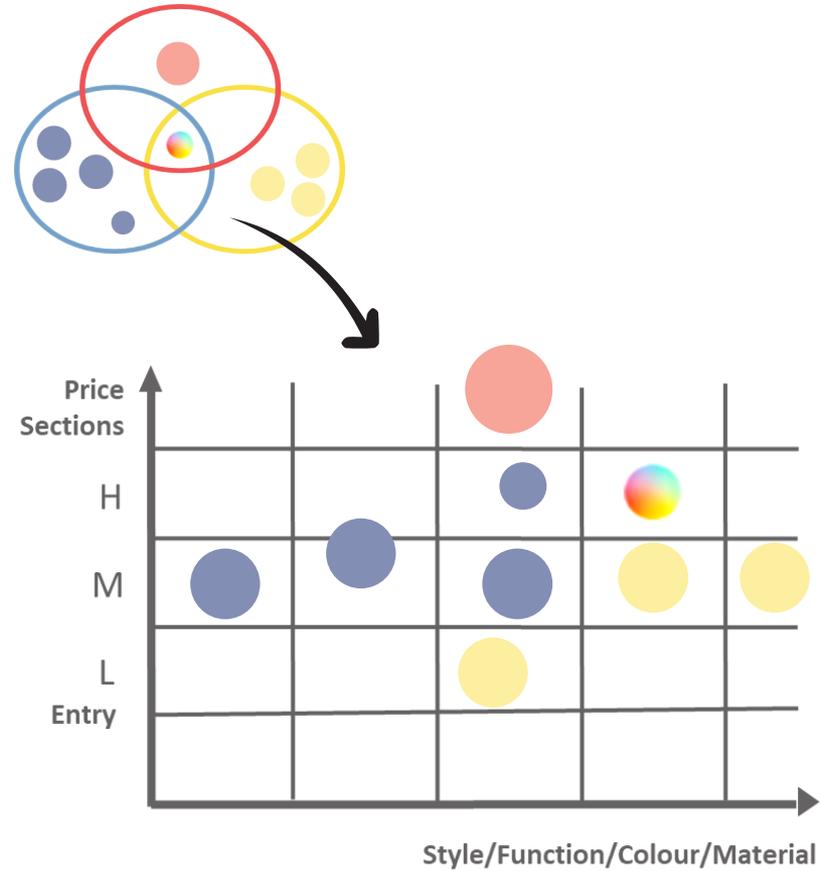


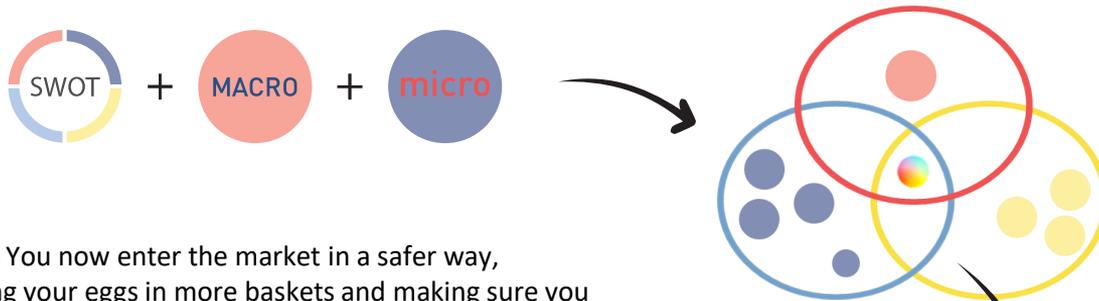
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Now we can start mapping your range price wise, based on what you are competing against.

**How** We look at direct and indirect competitors. The mapping will take into consideration style/function/colour/material and whatever characteristic impacts the commerciality.

**Why** to have an agile and cost effective product development process you want to have a detailed briefing of your future products, including design, price, function, material and extra featured.



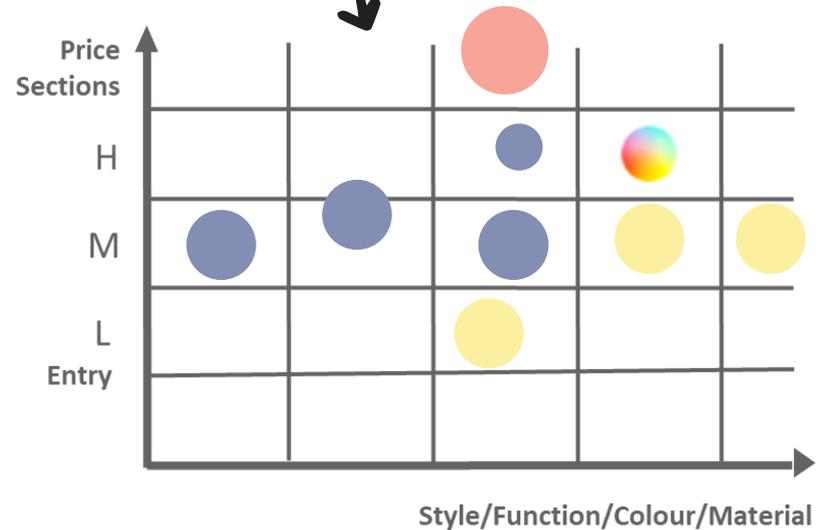


**Start-up** You now enter the market in a safer way, spreading your eggs in more baskets and making sure you end up in the 20% of start-ups that actually make it.

**Scale-up** You now have a roadmap for a sustainable growth and efficient operations. You decide what brings you volumes, margins and positioning.

**Established firm** You took the motorway in terms of working smart, efficient, agile and commercially savvy. You streamline your range based on what brings you volumes, margins and positioning. You can broaden/deepen the customer range, sharpen the supplier chain.

**Any Business** You save yourself time, resources, pain and sorrow, you increase efficiency, retention, involvement and The sheer chance of making a dent.

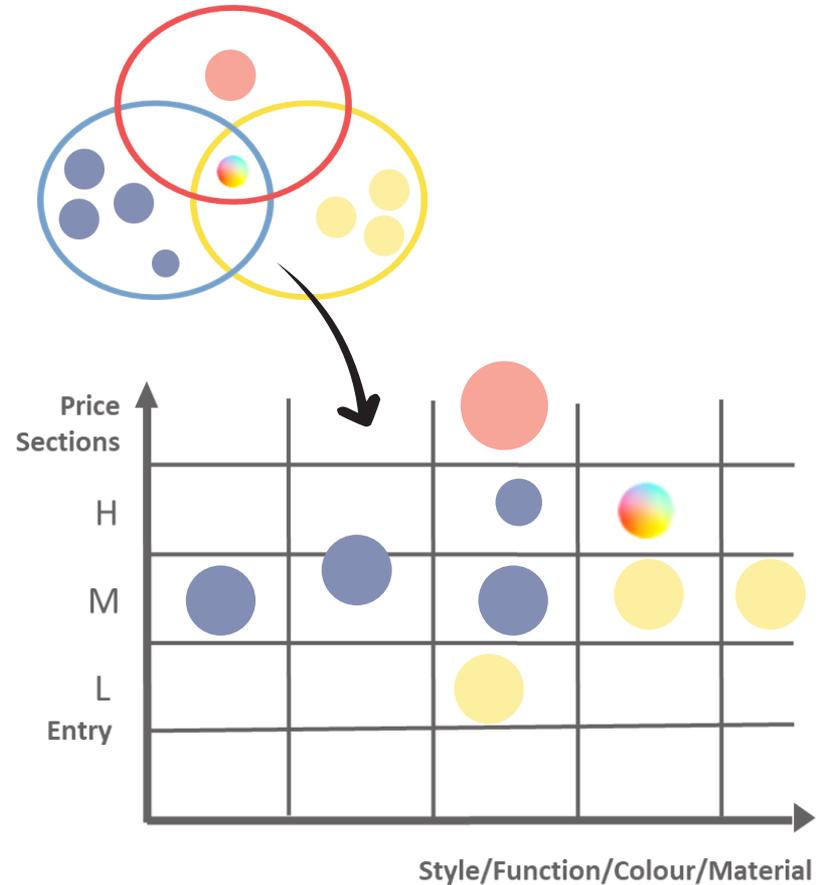


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**Value** You will receive a simple, down to earth tool that shows your team what products you need to enter/conquer the market with sustainable and long-term growth.

**Why us** This tool is been used for many years and the method perfected to make the process simple to follow, interactive, involving and completely personalised on your needs, resources and ambitions.

[Lucia Arrigucci](#) has been working for over 20 years within productization with start-up, scale-up and established firms. Read more in her [articles](#).





We support start-ups, scale-ups and established firms  
to make an idea, a service or an item  
into a product that can be sold  
with our competence and global network  
of experienced partners.

No-nonsense approach guaranteed.

*Thanks for your attention!*



## LuciA Arrigucci



Since 2015 LuciA Arrigucci is running [Arrigucci of Sweden AB](#), working with Innovation and sustainability.

LuciA's core competence is **Productization**, supporting start-ups, scale-ups and established firms to make an idea, a service or an item into a product that can be sold. Surrounded only by top competence in each field LuciA likes creating growth throughout sustainable products that meet a real need. No-nonsense approach guaranteed.

**Innovation and growth** is the red thread across LuciA's working life.

2001 First **start-up**, Legnidoro Design, based on an Innovation of a process to impregnate wood in partnership with [Henkel Loctite](#).

2003 **Marketing Communications Manager** in a 24/7 retail operation counting 700 people workforce. **Internal and External Communications Coach** for all the Marketing Managers across [UK](#).

2007 - 2011 **Global Product Owner** for two different business areas on behalf of IKEA, first white goods then tables and public use furniture.

Development, improvement and launches of dozens of products, managing turnovers in the hundreds of millions €.

Lived in 4 European countries.

**Business Mentor** at the [University of Lund](#).

## Core Team

Arrigucci of Sweden AB business model is to work on a network. This allows the agility needed to meet the demand for complete tailoring and top quality of our services for current and future clients and partners.

The network is global, so our clients and partners can have a local approach. Meet the core team.



Reverse Innovation  
Branding



Eliseo Pausa  
Industrial Design



GreenGap Sweden  
Sustainability



Vincent van der Pas  
Photography



Linda Ranalli  
Videomaking



Will Gray  
Knowledge  
Management



Norah Ngoc Vo  
Digital Performance  
and Data Analysis

