



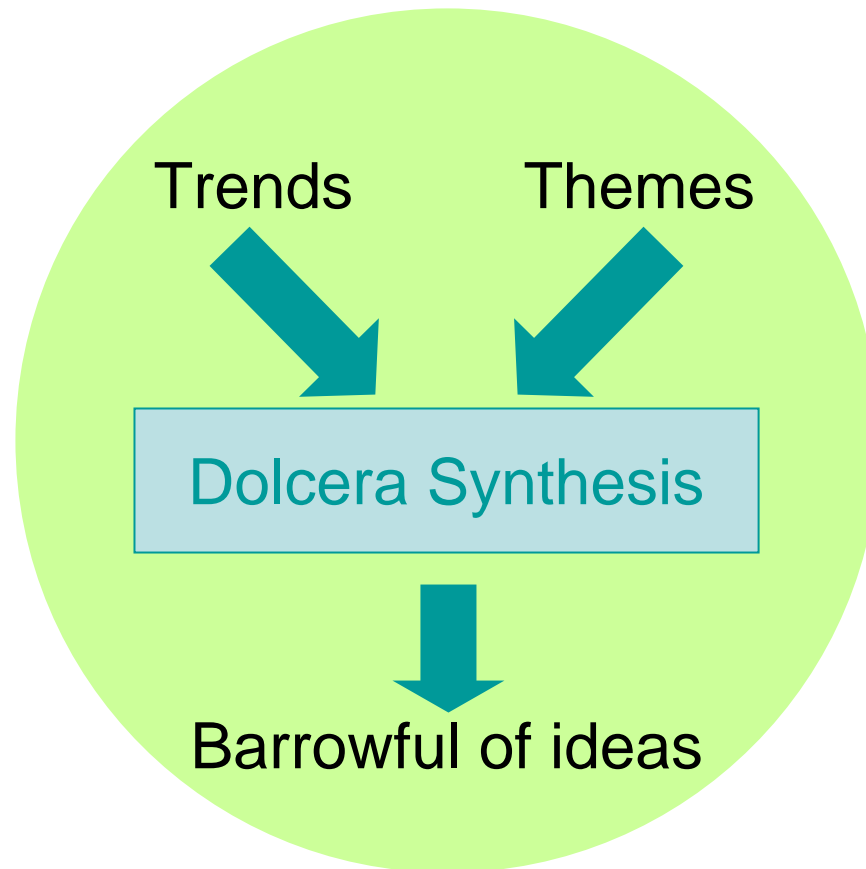
# Dolcera Ideation Services

Proposal for AAI Laundry  
August 4, 2006

The Dolcera methodology is inspired by the best practices followed by IDEO and the best of Silicon Valley startups and design firms

## In a nutshell, we:

1. Trends and themes: Collect terabytes of data and sensations from hundreds of sources and extract cross-disciplinary trends from design, architecture, technology, science and anthropological analysis
2. Dolcera synthesis: Generate a barrowful of ideas in many different forms and shapes by synthesizing trends and client themes and using the idea-attribute framework
3. Get the clients' creative juices flowing with directed but fun activities
4. Facilitate generation of bad, good, and **billion dollar** ideas



## Dolcera will bring together and extract

- Demographic + psychographic + lifestyle
- Laundry + cleaning
- Marketing + branding + packaging + advertising
- Technology + scientific
- Video + music + gaming
- Fashion + fragrance + fun

## trends from

- Three continents and five countries
- USPTO, EPO, JPO patent databases
- [MySpace](#), [YouTube](#), [TrendWatch](#), [SpringWise](#) and other trendy websites
- AdWeek, AdAge, Harper's Bazaar, BusinessWeek, Economist ... and other magazines
- Direct observation and anthropological analysis ('going native')
- Stanford, Harvard, Beijing, IIT, Hong Kong, Nara and many other universities...
- New York/Paris/Mumbai Fashion Weeks, CeBIT and other trade shows...

**beingboing**  
A DIRECTORY OF POWERFUL THINGS



**NOW SMELL THIS**  
A BLOG ABOUT PERFUME



We will excite all your six senses with a barrowful of

- **Numbers:** A set of graphs and charts depicting major trends from related industries such as fashion and unrelated industries such as energy and petroleum that will influence what we wear tomorrow
- **Sights:** An exciting, fast-paced 10 min. professional video presentation
- **Touch:** A bagful of new tactile sensations such as the iPod clickwheel, the phenomenal Wii game controller exotic fabrics from around the world
- **Smells:** A collection of the latest fragrances/perfumes in Asia and some of their 'hottest' interesting ingredients (think magnolia, sandalwood, saffron)
- **Sounds:** A collection of the latest musical tunes from Asia, Middle East and America
- **Tastes:** Some of the newest fusion cuisine tastes from chefs in New York, Hong Kong and Mumbai

Dolcera uses implicit and explicit correlation of major trends and client themes to aid the creative process

### Explicit correlation: Start with the themes

- Based on client themes, we identify the key attributes ( ‘Care’, say)
- We identify a variety of trends and memes that correlate with these themes from around the world (‘OnStar navigation takes *care* of you on the road’)

### Implicit correlation: Start with the trends

- We identify the megatrends (increased cost of energy and alternative energy, say)
- We then correlate them to client themes (power-efficient cleaning, say)

We'll help let loose the P&G team's creativity with activities like

- Making home videos
- Treasure hunts
- German board games
- Musical medleys
- Clay modeling



Dolcera can also provide experts who will facilitate brainstorming and

- Inspire creative idea flow from participants
- Help generate LOTS of ideas
- Maintain the positive atmosphere (No Criticism!)
- Channelize creative flow in desired problem areas (Key themes)
- Encourage combination of ideas by building on each other's views

Phase 1: \$5,000

Phase 2: \$2,500

Phase 3: \$1,000

Analyst reports and proprietary data access costs will be separate



## Trend Sources

Where Will Ideas Come From?

## Key demographic trends

- Occupations
- Housing
- Age
- Weight
- Health
- Education
- Energy use

## Sample sources

- [Euromonitor](#)
- [NCAER](#)
- NSS survey
- [UNCTAD](#) survey
- [World Bank](#) survey
- [Economist Country surveys](#)

**CHINA**

Duration to: International publishes thousands of country, market and lifestyle statistics on China.

**Country factfile**

**Area**  
9,597,000 km<sup>2</sup>

**Population**  
1,311,451,000

**Demographic and economic indicators**

	2002	2003	2004	2005	2006
Population aged 65+ : January 1st (000)	99,034.62	104,706.34	109,890.83	111,226.23	114,555.36
Population density (persons per sq km)	132.97	133.93	134.64	135.43	136.23
GDP measured at purchasing power parity (International \$ million)	6,586,260.00	7,392,203.00	8,352,791.00	9,412,361.00	10,516,221.00
Real GDP growth (%)	7.15	10.00	10.10	9.80	9.50

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<a href="#">Denmark</a>	<a href="#">Italy</a>	<a href="#">Russia</a>	<a href="#">Venezuela</a>
<a href="#">Ecuador</a>	<a href="#">Japan</a>	<a href="#">Saudi Arabia</a>	<a href="#">Vietnam</a>

## Identify laundry trends by

- Geography
- Demographics
- Fashions
- Cleaning materials
- Cleaning technologies

## Sources

- Patent databases
- Industry magazines
- Weblogs
- Anthropological studies



## Apparel and accessories sales

- By sport, work, travel etc.

## Turnover of apparel and accessories

- Through donations, repurposing, recycling etc.

## Spending patterns and use of free time

- Hobbies, sports and family-time

## Related trends

- Wellness
- Transportation
- Fashion
- Brand awareness and perception

## Sources of information

- Analyst reports
- AC Nielsen reports



## Topics

- Fabrics
- Personal technology
- Medicines
- Fragrances
- Chemistry

## Data Sources

- Trade associations
- Patents
- Academic institutions
- Journals and magazines
- Trade fairs







## Brands and products

- Successful/failed

## Marketing

- Successful marketing campaigns

## Sources

- Academia
- Weblogs: [Trendwatch](#) etc.
- Industry awards
  - [BusinessWeek Annual Design Awards](#)
  - [Oscar Awards](#)
  - [Grammys](#)
  - [Pritzker Prize](#) (architecture)



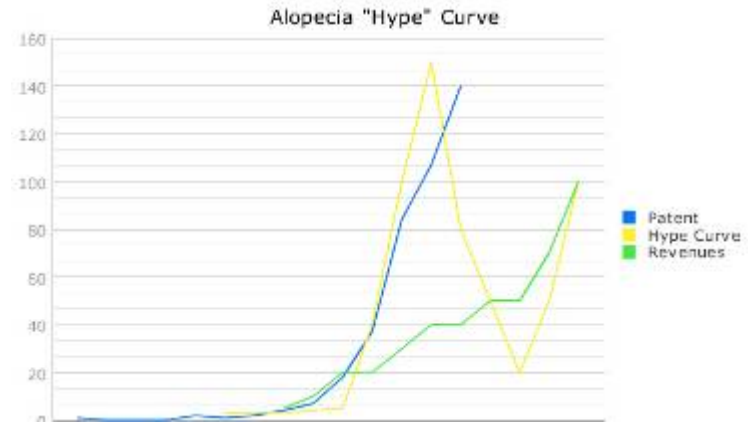


Results

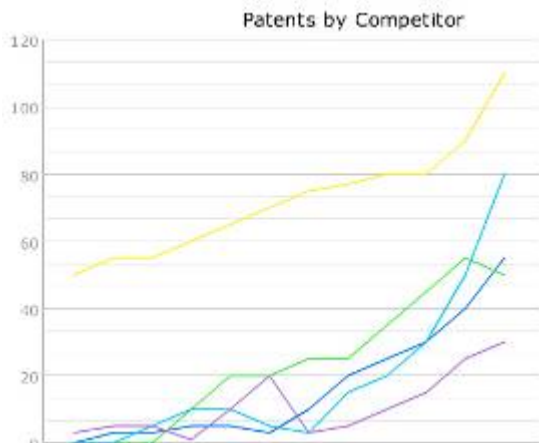
Barrowful of Ideas will look like...



## Major Opportunities



## Hype Curves



## Competitive landscape

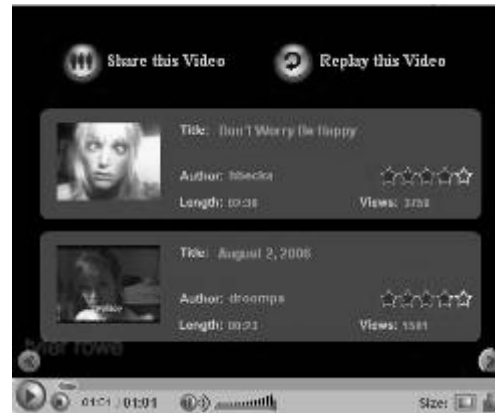
### IPMap

Patent/Assignee	Problem	Main Composition	Properties of main ingredient	Nature of composition	Composition action
<a href="#">US20020052498</a> Shiseido Co., Ltd.	Male-pattern alopecia and scalp abnormality	(2-substituted oxyphenyl) alkylamide derivative and its salt	Hydrocarbon group of C sub.3-50 -straight and branched alkyl, alkyl group and hydrocarbon group having a biocyclizing	Organic compound	Mechanism of action has not been made clear, have an excellent hair growth and regrowth promoting effect
<a href="#">US20030007941</a> Pfizer Inc.	Male-pattern alopecia	Thyromimetic compounds (Formula 10) with finasteride, minoxidil or cyproterone acetate	Thyromimetic compounds are structurally similar to thyronine or 3,5,3'-triiodo-L-thyronine which is one of the thyroid hormone, produced directly from thyroid gland or, in peripheral tissues	Organic compound	Activates thyroid hormone receptors in hair follicle which in turn promote elastification of follicle walls
<a href="#">US20030073616</a>	Male-pattern alopecia	Brelykinin antagonist	It's a peptide of plasma origin released from a kinogen precursor by a plasma protease known as kallikrein and is one	Peptides/nucleic acid	Inhibit the synthesis of 5 $\alpha$ receptors (peptide of kinin group of proteins exist in hair follicle) or suppress the growth of

## Trend Maps: Idea-Attributes



Touch



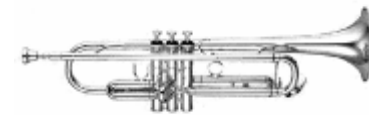
Sights



Smells



Tastes



Sounds