



CiHub
complexity & innovation hub



I N N O V A T I O N

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Who we are?

Complexity and Innovation Hub (CiHub) is a multi and interdisciplinary Hub specialized in the **management of international innovation and technological development** endeavours. We are innovation on-demand.

We employ **cutting-edge worldwide methodologies** with the objective of **developing strategic solutions** and efficient processes through support and execution in innovation processes.

We are a group of academics, entrepreneurs, and researchers, committed to the generation of **high-impact linkages**. Our model contemplates the linkage of our clients with national and international researchers and consultants to meet the specific needs of your company through our services:



Innovation Lab
Technology Lab



Technology watch
and competi



Intellectual Property
Strategies

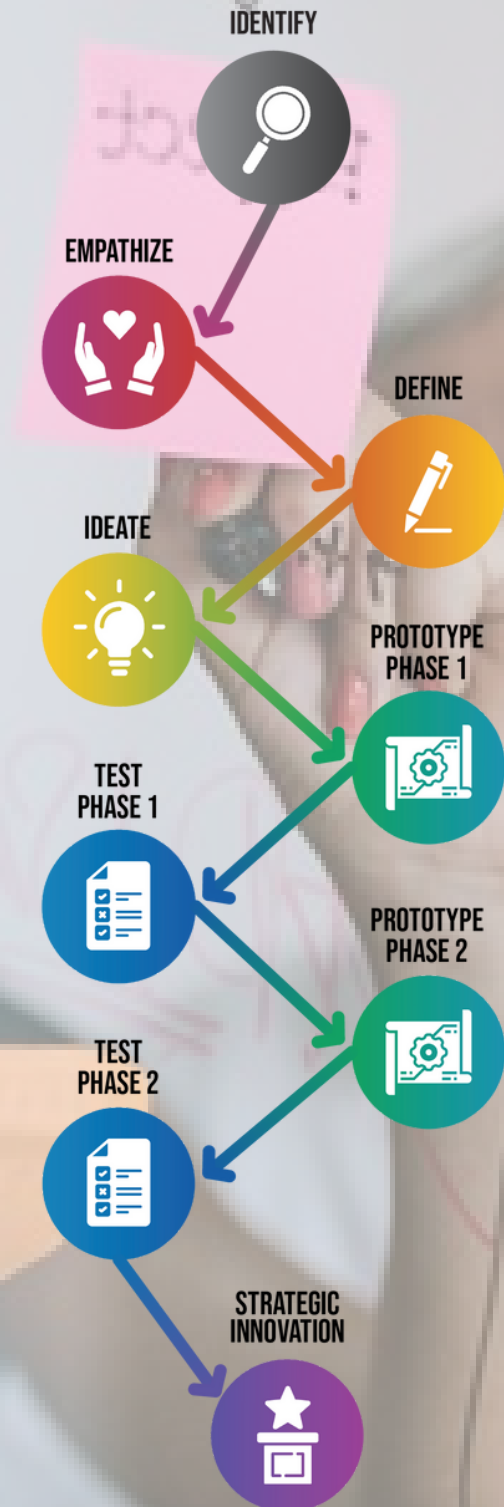


Company building
and Business Growth

We take care of your innovation department

We use different methodologies in order to reach the best solution according to the needs of your company and/or sector.

Check part of our methodological process in innovation projects.





INNOVATION OPPORTUNITIES DETECTION



The line of business in which there is an opportunity for innovation is identified.



An innovation path is proposed.



EMPATHIZE



Market research, mapping and ranking of stakeholders, potential partners and users is made.



The needs of users and buyers are identified.



The main actors targeted by the selected line of business are interviewed.



DEFINE



Archetypes and Personas are defined.



A Consumer Journey is mapped and key actors and needs are defined.



Areas of opportunity are raised and prioritized.



IDEATE



Multidisciplinary and collaborative workshops are held.



We use ideation tools such as Brainstorming, How might we, among others.



Ideas and their storytelling are developed to then prioritize.



PROTOTYPE PHASE 1



We begin with the first phase of prototyping the selected ideas: digital, physical and/or graphic.



Likewise, the methodology for evaluation is selected and a guide for evaluation is made.



TEST PHASE 1



The method selected for the evaluation of qualitative or quantitative studies is implemented.



The results obtained are analysed.



The top ideas are selected.



PROTOTYPE PHASE 2



Adjustments and feedback are made to the top ideas.



A second prototype of the ideas is made: digital, physical and/or graphic.



The evaluation method is selected and the guide is made.



TEST PHASE 2



The method selected for the evaluation of qualitative or quantitative studies is implemented.



The results are analysed.



STRATEGIC INNOVATION



The Holistic Principles are defined.



Also the Design Principles: either for the product, packaging and/or service.



General recommendations are planned.



You can feel confident that the process will be carried out in an agile way using cutting-edge worldwide methodologies in innovation.

We provide support to define and carry out the strategic innovation that your company is looking for and the best of all is that the service contracting is on demand.

Contact

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