

Robustifying the Products Development from Exploration to Standardization of a Mobility Start-up

PRACTICE

Innovation

SECTOR

Automotive

MISSION DURATION

7 Months

Our client, a scale-up in the automotive industry, leader in zero emission technologies, wants to robustify the products development from exploration to standardization.

KEPLER supports this client to structure the approach and to co-design with the teams the most appropriate product development system.

Context

- A willingness to become one of the Tier 1 technology leader on his market
- Current various products in development progressing in the fog with no clear prioritization criteria and no clear expected output from internal customers
- Heterogenous ways of working within the team and ways of interacting with other key functions
- A final delivery focused on the technical performance and not on the customer satisfaction

Objective(s)

Accelerating Time-To-Market

- Accelerating hydrogen related innovation / delivering concrete differentiated performance of their products regarding the market expectations
- Delivering standards (from component to system levels) optimizing applicative programs' profitability
- Prioritizing development according to the company strategic ambition while securing the divergence upstream
- Improving the visibility and the interactions with applicative programs (internal customers)

Methodology

- 1 **From a gap analysis of the current situation to recommendations and co-design of the target innovation** and standardization management system
- 2 Clarifying the technology and **product innovation portfolio segments**
- 3 **Defining the macro phase-gate model and toolbox** (milestones, activities sequencing & gates objectives, TRL-BRL definition)
- 4 **Clarifying functions involved on project** with key roles and responsibilities - training
- 5 **Defining and deploying project & portfolio management basic methods & tools** (dashboard & visual management, project team animation, KPI ...)

Levers and Tools

- **Product Development System**
- **Innovation model**
- **Automotive engineering**
- **Collaborative workshop animation**
- **Appropriation - Training**



Reinforcement of the company DNA:

One language, one way of working



Product development prioritization –

efficient resources allocation



Standards deployed

on applicative programs

The real challenges in this mission were «anticipation» and «balance». Anticipation of the needs in terms of product development system for this scale-up to be ready to penetrate the industrial world of automotive with a highly innovative solution but rightly «balanced» to preserve flexibility and agility of the start-up mode.

Sebastien Grilli
Partner

Our Offices



Visit Us | [Kepler-consulting.com](https://www.kepler-consulting.com)



■ USA

159 N. Sangamon Street, Suite 200
Chicago, IL 60607-2201 - USA

usa@kepler-consulting.com

Tél.: + 1 (708) 969 1963

■ EUROPE

32 boulevard Haussmann
75009 Paris – France

contact@kepler-consulting.com

Tel.: + 33 (0)1 44 75 05 35

■ INDIA

#312, DBS Center,
31A, Cathedral Road, Nungambakkam,
Chennai – 600034 - India

india@kepler-consulting.com

Tel.: + 91 (0) 44 40 50 92 00

■ CHINA

Room 351, 3F, No.135 Yanping Road,
Jing'An District,
Shanghai, 200042, China

china@kepler-consulting.com

Tel.: +86 (0)21 - 6117 0311



Contact the Author

Sebastien Grilli

sebastien.grilli@kepler-consulting.com