

Customer as Innovator



Suppliers

30%



Users

70%

Marketing is to find an opportunity and get customers buy-in

Implants

Surgical Implants



+

- Aging Society
- Amenity
- High entry barrier
- Few dmtc competition
- Technical match
- Profitable growth

Dental Implants



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- PL
- Surgical/Dental risks
- Corp Cultural match
- New Market

2 bosses vs 200 bosses



From Glass to Plastics ... Not just a material change

What is Innovation?

Innovation




$$Y = C + I + G + EX - IM$$

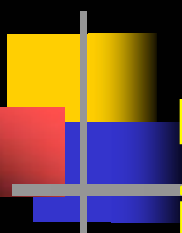
C: Consumption

I: Investment

G: Government

EX: Export

IM: Import



The test of an innovation, after all, lies not its novelty, its scientific content, or its cleverness. It lies in its success in the marketplace....

Peter Drucker

Innovation and Marketing



- Customers are innovators
- Marketing should lead innovation
- Everybody can/should be a marketer
- Innovation is a key for a vital society

Is Innovation an only means to revitalize Japan?



What are the latest innovations you think of?
What has made them innovative?

Where do you see opportunities of innovations?
What do we need to do more? Less?

Key Steps

**Will this be
an attractive
market?**

No

Yes

**Will you stay
competitive?**

No

Yes

**Who are your
key customer?**

