



COMPANY **PROFILE**



Who sows ideas reaps future.



CREATIVE VITALITY  
FOR AN  
ECONO-TECH  
BUSINESS

# IN A WORLD THAT CHANGES *WE NEED IDEA*

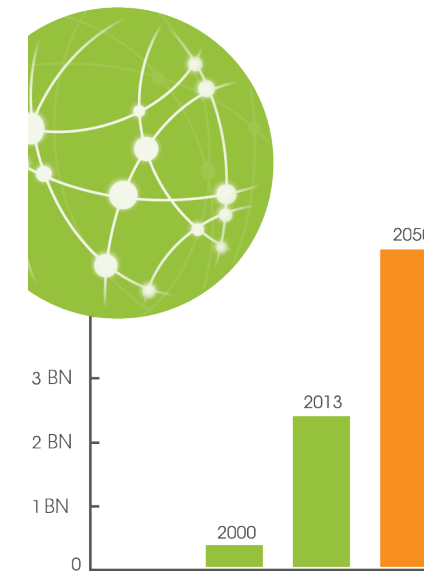
Globalization, product's life cycle reduction, demographic, economic, environmental changes: the world of tomorrow will be completely different from the world of today.

Consumers will change, increasingly interconnected and with a greater life expectancy.

The center of the world economy will shift from G7 to E7 (from most industrialized countries to emerging economies) while the earth will impose a more sustainable growth to avoid the collapse of the global ecosystem taking place.

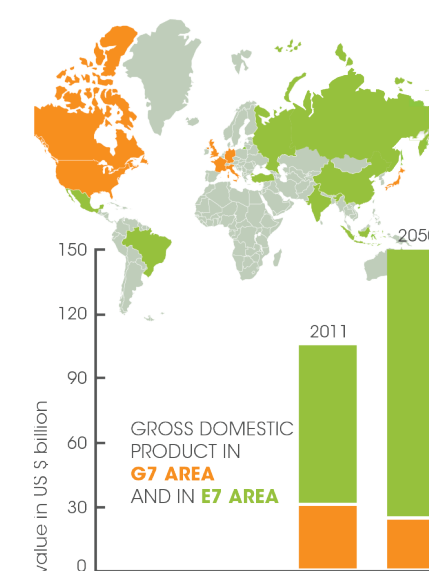
Here at Idea Company we are conscious of the global evolution of society and we want to create an organization which can maintain a symbiotic relationship with the new socio-economic world, that uses technology at the device of sustainable products, A BUSINESS THAT IS **ECO-TECH**.

**5 BILLIONS**  
WEB USERS IN 2050



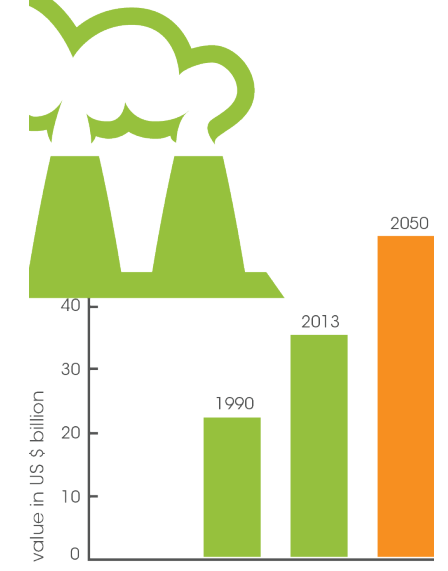
NEW CONSUMERS

**GDP E7 > G7**  
IN 2017



NEW ECONOMIC HEART

**50,8 BILLIONS**  
CO<sub>2</sub> EMISSIONS



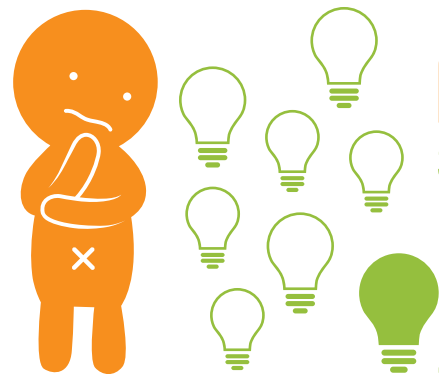
SUSTAINABLE GROWTH

## WE CAN'T GO ON WITHOUT INNOVATING



## OUR *IDEA*

Choose **SUSTAINABLE IDEAS**, working with **NEW ENERGIES**, with the objective of **TERRITORY VALORISATION** so as to create new products and processes which could give new opportunities to companies so to create employment, wellness and business.



? CAN YOUR IDEA  
BECOME A  
**SUCCESSFUL  
PRODUCT?**



idea  
STORM



**COLLECTING  
IDEAS FROM THE WEB  
ASSESSMENT**  
THROUGH BUSINESS PLAN  
AND MARKET ANALYSIS  
**SELECTION**  
OF SUSTAINABLE IDEAS THAT CAN BE  
INDUSTRIALIZED

idea  
LAB

SERVICES FOR AN  
**ECO-  
TECH  
BUSINESS**

A very large database of  
partners allows to access to  
the skills required for each  
project.

idea  
NETWORK

A TAILOR-MADE TEAM



idea  
ACADEMY

**TRAINING and  
CONSULTANCY**

We value and transfer our knowledge,  
organizing training courses, workshops,  
conferences and events open to everyone on  
the theme of ECO-TECHNOLOGY.



Selection of materials and  
technologies, concept  
design and evaluation of  
alternatives, product design  
and mold making.

ENGINEERING

**SUCCESSFUL  
PRODUCT**



**VALUE BASED  
REWARDING**

Creators, network,  
investors will be able to  
enjoy the results  
according to the  
generated contribution.

SEARCH FOR  
THE BEST  
**SALES  
PARTNERS**



GLOBAL  
MARKET

**REGENERATE  
COMPANIES  
and TERRITORY**

In our business model, the  
production is carried out  
through the coordination of  
molding companies in our area  
and beyond  
(Italy and China).

idea  
SOURCING



PRODUCTION

Prototyping and testing.

PRODUCT  
VALIDATION

Molding process analysis,  
thermographic analysis,  
cost reduction, metal  
replacement and weight  
reduction.

PROCESS  
ANALYSIS



CAE SIMULATION

Moldflow, static and  
dynamic structural analysis,  
CFD. All analyzes are  
equipped with interpretation  
of the results.





## A NEW ECO-TECH BUSINESS

Idea Company was born from the evolution of consumers and **NEW DEMANDS** from the global market to propose a business model based on innovation, sustainability, technology and profit, to combine companies, investors and creators strengths.

We are an engineering company, specialized in the **ECO-DESIGN** of brand-new ideas gathered through our network and the web, analysed with LCA method, evaluated through a business plan and brought to the market in a highly competitive manner, thanks to an efficient and easy organizational structure. For each project we create a tailored team joining our skills with those of a qualified network of experts.

This revolutionary **ECO-TECH BUSINESS** idea constructs the foundations needed

to **REVITALIZE A COMPANIES's** demand for new ideas and provide the opportunity to join the current global market with the ancient roots of the TERRITORY.

Our model is built around four basic divisions:

- **IDEA STORM**, aimed at the collection, selection and evaluation of innovative ideas.
- **IDEA LAB**, dedicated to providing engineering services of process and product.
- **IDEA SOURCING** to optimize productive investment in moulds and equipment.
- **IDEA ACADEMY**, to grow and to transfer know-how through training and consulting.



# IDEA STORM

Identify, channel, stimulate and value **CREATIVE ENERGIES** and **NEW TALENTS**.

Idea Storm, as literally explained by its name, aims to collect their brainwaves through the institution of “*creative projects*” both on-line and off-line.

The gathering of ideas does not have any restrictions, but it is particularly focused on sustainable innovation.

It is addressed to young engineers and designers both in the INDUSTRIAL AND CONSUMER sectors.

Each creation is submitted to three step

**EVALUATION** (screening, industrialization, patenting) to convert the worthy ones in SUCCESSFUL PRODUCTS.

Idea Company develops them and takes-charge of the risk of industrialization and research of potential investors interested in the patent purchase.

The creators are involved in each development phase, from the projection to the market launch, and are PAID in relation to the final value and contribution they brought.

# IDEA ACADEMY

*“THE HIGHEST REWARD FOR A MAN’S TOIL IS NOT WHAT HE GETS FOR IT BUT WHAT HE BECOMES BY IT”*

**JOHN RUSKIN**

The state-of-the-art technology foster creativity and innovation, which is immediately compared with the potential market.

Training is the basis of development of each person, it is a necessary investment for the growth of its employees.

In the era of knowledge, personal fulfillment, for so-called knowledge workers, is to be constantly updated and increase their wealth of knowledge and experience.

Idea Academy’s aim is to transfer knowledge by organizing training courses, workshops, conferences and events open to all on

the THEME OF **TECHNO-ECOLOGY** and services needed to transform an idea into a successful product.

The program includes courses on:

- plastic materials
- biopolymers
- technologies related to plastic materials
- LCA analysis
- product engineering
- process engineering
- software engineering
- injection moulds
- injection moulding
- business model for new products
- business plan
- market research



# IDEA LAB

Idea Company proposes itself as an **INTEGRATED PARTNER**, able to coordinate and preside over any activities of the product industrialization, both for third parties and for its own behalf, both in the *industrial* and *consumer* worlds.

It moves a cycle of activities, from design and product development up to the check / verification of processes, where the added value consists in its ability to innovate and rethink the products, processes and approaches to the market.

The services provided:

## ENGINEERING OF NEW PRODUCTS AND SOLUTIONS

- choice of materials and technologies
- concept design and evaluation of possible options
- products and moulds design

## LCA ANALYSIS

The LCA analysis (Life Cycle Assessment) is studying the environmental impact of a product during its whole life-cycle: from the extraction of raw materials to its final disposal (*from cradle to grave*).

## CAE SIMULATIONS

- Moldflow analysis
- static and dynamic structural analysis
- CFD.

## IMPROVEMENT OF EXISTING PRODUCTS AND PROCESSES

- moulding process analysis
- thermographic analysis
- cost reduction, metal replacement and weight reduction.

## PRODUCT VALIDATION

- prototyping
- testing



# IDEA SOURCING

Thanks to the skills acquired in the management of complex projects for primary industrial groups, Idea Company can be the best **PROJECT MANAGER** for the definition of purchase processes in the mould sector and in the production organization.

The created sourcing model is aimed to give an innovative reply to the evolution of the market demands in a context of increasing complexity.

Our aim is to make each operator (customers, mould makers, producers and financial operators) able to pledge himself in his own role and dedicate himself to it efficiently.

Our service is structured as follows:

- worldwide selection of mould makers and producers,
- organization of the different suppliers in homogeneous groups in function of customer's demand,
- tour of the mould makers' plant with customer,
- creation and sharing of evaluation parameters and procedures,
- financial support,
- pre-analysis of product and process critical issues and definition of the key technical choices,
- project management e supervision,
- management of testing phases and type-approval.

# IDEA NETWORK

A solid **NETWORK OF PROFESSIONAL COMPETENCE** allows us to create every time a tailor-made team based on needs of each project. The skills, unavailable internally, are searched outside through the creation of formal partnerships.

Our network is made up of companies specialized in different areas (moulds, components, equipment, automation) to which we provide our services and for which

we become a necessity in order to complete the range of service currently offered.

The work carried out for decades in the international arena has created a very large and varied database of highly qualified partners, which allows each process to access to technical, productive and organizational expertise, essential for the success.





## WHY IS A GOOD IDEA?

Choose Idea Company means:

a **PROJECT MANAGEMENT** with a SINGLE POINT OF CONTACT that allows you to focus the responsibilities and simplify communication.

A **WORLD WIDE NETWORK** available, created over decades, which ensures a greater probability of arriving at the best solution.

Having an **INTEGRATED VISION** which allows a greater awareness of the effect of each choice.

Enjoying the experience given by thousands of successful solutions found over the years for primary customers all over the world in **PLASTIC ENGINEERING** area.

Having the opportunity to choose from a range of **MODULAR SERVICES**, just what you need.

Benefiting of **NEUTRALITY** in technical choices. The absence of domestic production capacity allows a free selection of the best technologies for the specific project.

A **GREATER COMPETITIVENESS** thanks to a simple and competent internal structure associated with an external production (via network), from time to time entrusted to better partner.

Designing innovative ideas into **SUSTAINABLE PERSPECTIVE** with the help of the LCA analysis.

**TOUCH IT TO BELIEVE IT!**

This company profile is made with 100% recycled paper, color natural white, whose production is based on the total recovery of used resources and allows a considerable saving of water and energy than normal virgin fiber paper.<sup>1</sup>

*Printing 100 copies we have reduced our environmental footprint of:*

-  **11kg** of waste
-  **2kg** of CO<sub>2</sub>
-  **16km** traveled on average by a European car
-  **230 liters** of water
-  **21kwh** of energy
-  **18kg** of wood <sup>2</sup>

1. CyclusOffset® paper, certified FSC® Recycled, The Blue Angel, EU Ecolabel, National Association of Paper Merchants (NAPM) and PCF (Process Chlorine Free).

2. Source: carbon footprint calculated by Labelia Conseil with the Bilan Carbone® method. The calculations compare the recycled paper to the virgin fiber paper using the latest available data of BREF (virgin fiber paper). The results are obtained from technical information and are subject to further changes.



[www.ideacompany.it](http://www.ideacompany.it)

**Idea Company S.r.l.**

via Scappia, 28 | 60038 San Paolo di Jesi (AN)

tel +39 0731 700205 fax +39 0731 704457 | [info@ideacompany.it](mailto:info@ideacompany.it)