

Module 1

Product design and management



Peter Coaldrake
Consultant to EiB

Mission and Vision

Mission

Sustainable transformation of how products are designed, created and managed within public sector breeding networks.

Vision

Improve public sector breeding program impact by working transparently, methodically and professionally to increase rates of variety turnover due to improved product acceptability and performance.

Objectives

Consistent and clear communication based on **common terminology**.

Customer driven identification of **market segments** and **product profiles** based on a robust and consistent process.

Investment aligned with “impact” through the development and communication of solid **pipeline investment cases**.

Breeding program impact and accountability enabled through the adoption of **stage-gate systems** and annual **product advancement meetings**.

Breeding program goals based on realistic **performance and impact metrics**.

Objectives

Consistent and clear communication based on common terminology.

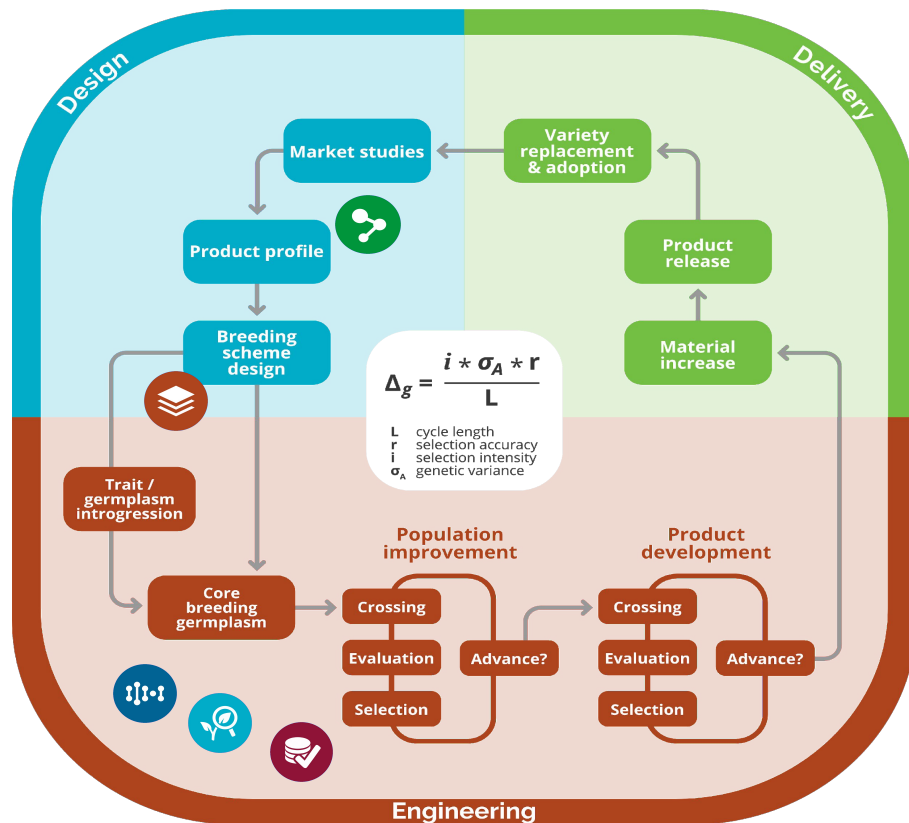
Customer driven identification of market segments and product profiles based on a **robust** and **consistent** process.

Investment aligned with “impact” through the development and communication of **solid** pipeline investment cases.

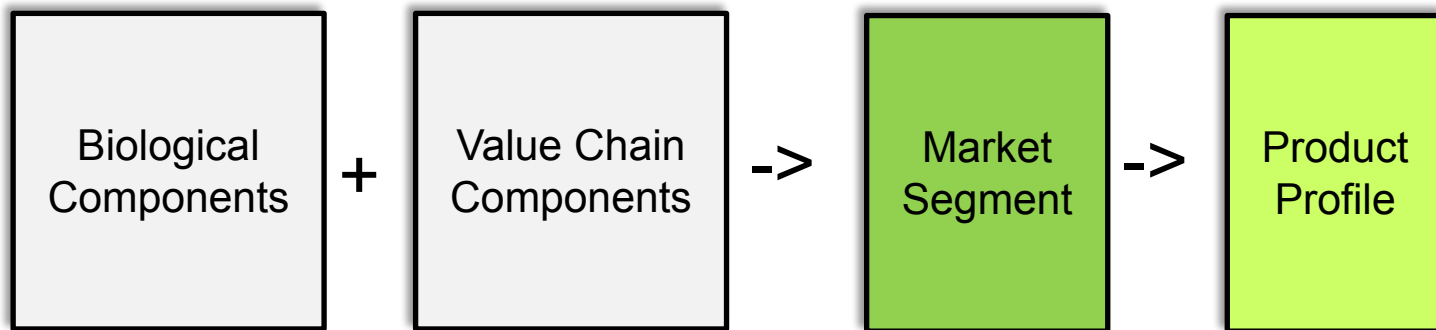
Breeding program **impact** and **accountability** enabled through the adoption of a stage-gate system and annual product advancement meetings.

Breeding program goals based on **realistic** performance and **impact** metrics.

Where does product design and management fit?



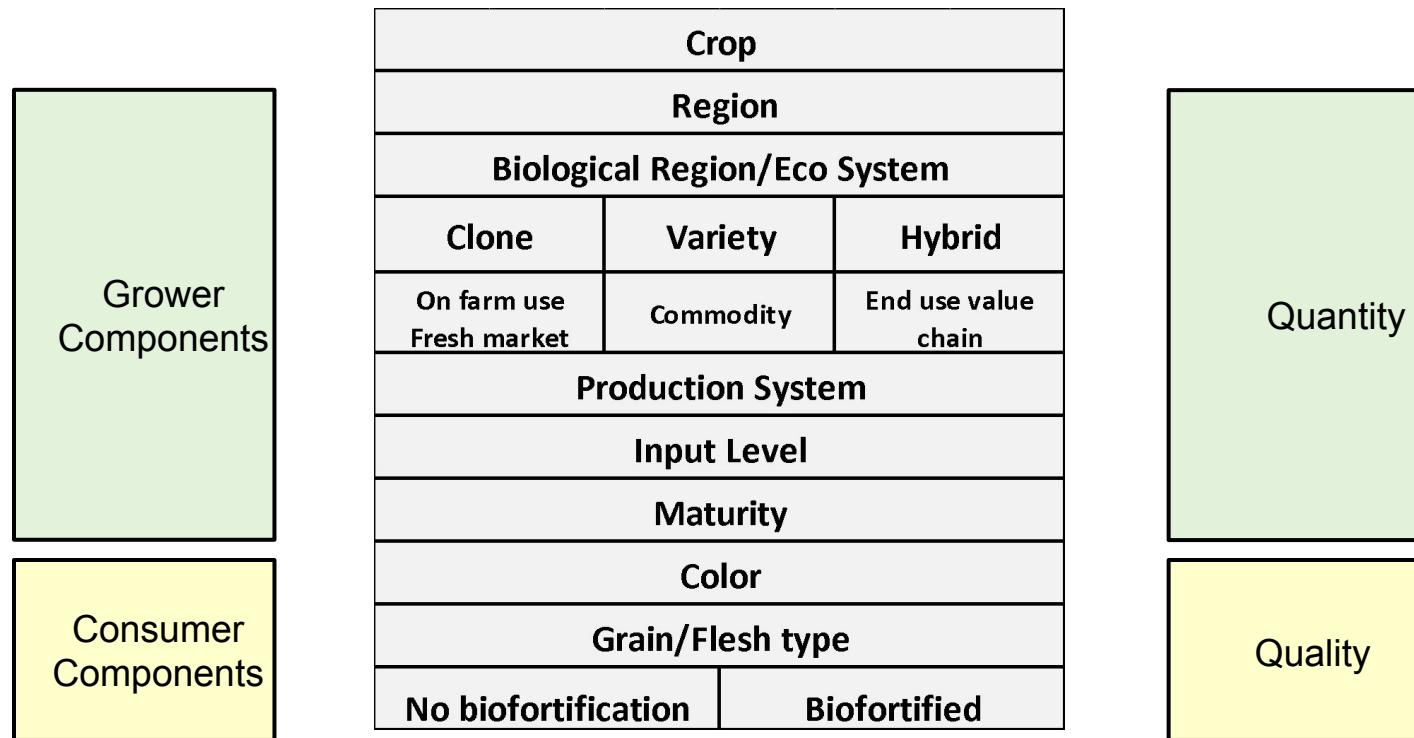
Market Segments and Product Profiles



Defines on a regional basis a unique combination of customer preferred components.

Defines the “ideal” product for a market segment.

Components that define a market segment



Pipeline Investment Case

	Opportunity	Investment
Unit	Market Segment	Pipeline
Views	Hectares Dollar value Population Households Poverty level Improved Nutrition Sustainability Climate change	Dollars spent # Products commercialized

What this module offers partners

Support and guidance for:

- Market segment identification
- Market segment description
- Product profile development
- Alignment of pipelines to market segments
- Investment case development
- Stage and gateway deployment
- Advancement meeting structure and outcomes

Interlinks with other EiB modules

- Definitions and processes
 - All EiB modules & EiB Leadership
- Market segments and pipeline investment
 - Pipeline Investment Cases – EiB leadership
- Market segments and product profiles:
 - Define and align breeding pipelines - Module 2
 - Identify key traits – Modules 2, 3 and 4
- Stages and Gateways and Advancement meetings
 - Discipline and structure in the product development process – Modules 2 and 5

Challenges in 2020

- Size of M1 team
- Traditions and culture
- Process to define market segments and identify product profiles
- Availability of value and “impact” data by market segment for pipeline investment cases

What to expect in 2021

- Increased support
 - Team expansion
- Standardization
 - Consistent language
 - Logical approach
 - Simplified requests
- Better linkage with EiB modules, EiB team members, the CG community and others working in the same areas

Relax and look to the future

A surfing parallelthink about the future and try to visualize the perfect wave.



Surfing parallel

No dare no flair

Expect to wipe out



Surfing parallel



Keep looking outside

Move before the ocean moves you

Never surf alone

Surfing parallel good surfers always

Pool their knowledge

Back each other up

Watch out for each other

Trade tips and techniques





ExcellenceinBreeding.org

Excellence-in-breeding@cgiar.org



Excellence in
Breeding
Platform



Module 1



Product design and management

Peter Coaldrake
Consultant to EiB