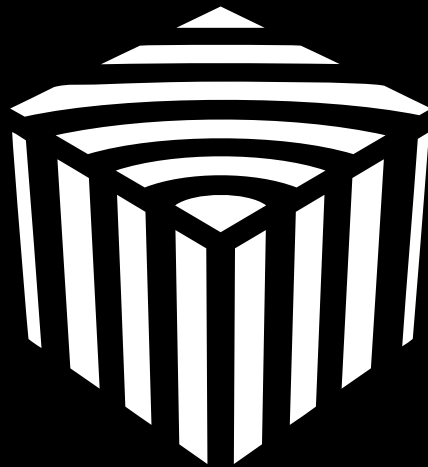


# WHETHER YOU THINK INSIDE IT OR OUTSIDE IT, YOUR NEW PRODUCT NEEDS THIS BOX.



## **CAMP's product innovation package gives you more than just one edge.**

You want market leadership? Big sales? History shows that innovative, new-to-the-world products **double** your chance of success in the marketplace. History also shows that products that anticipate your customer's needs succeed **ten times** more than "me, too" products that follow the herd. That isn't just market leadership, it's dominance.

CAMP's Product Development package of services inspires you to "outside-the-box" ideas and puts them

inside a rigorous, statistics-driven system that gives you not only innovative products, but products calculated to have the highest odds of sales success possible.

Contact Jim Cermak at (216) 432-5364 or [james.cermak@camp.org](mailto:james.cermak@camp.org) to start getting several edges on your competition.

CAMP's ideation and market testing services are supplied by Doug Hall's *Jump Start Your Business* process, praised by *The Wall Street Journal*, and featured on page 55 of this issue of *Smart Business*.



**CAMP**<sup>®</sup>

Product Development Services

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