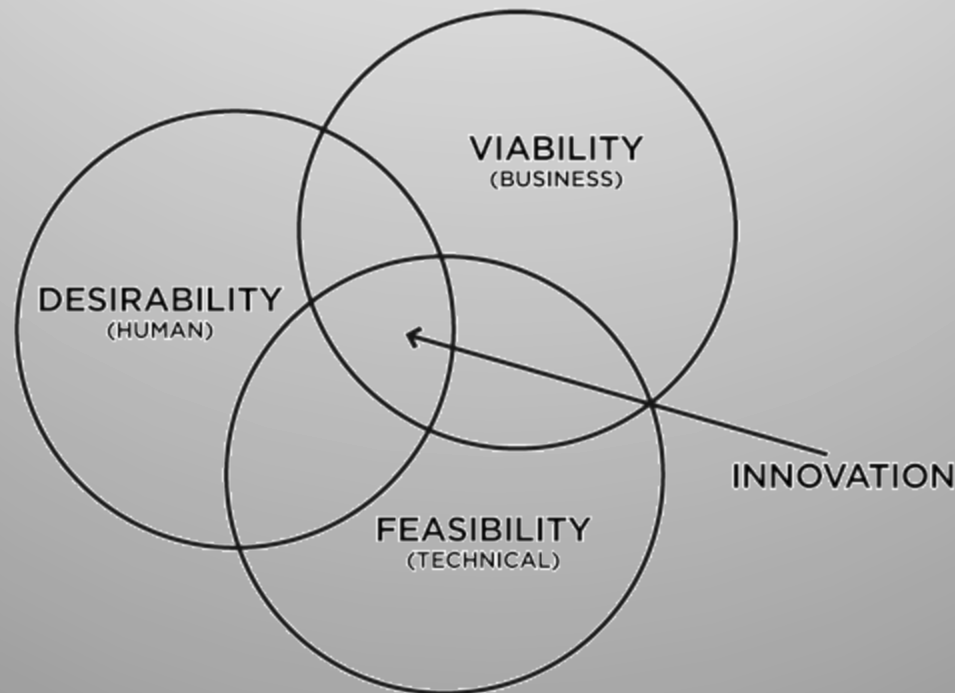


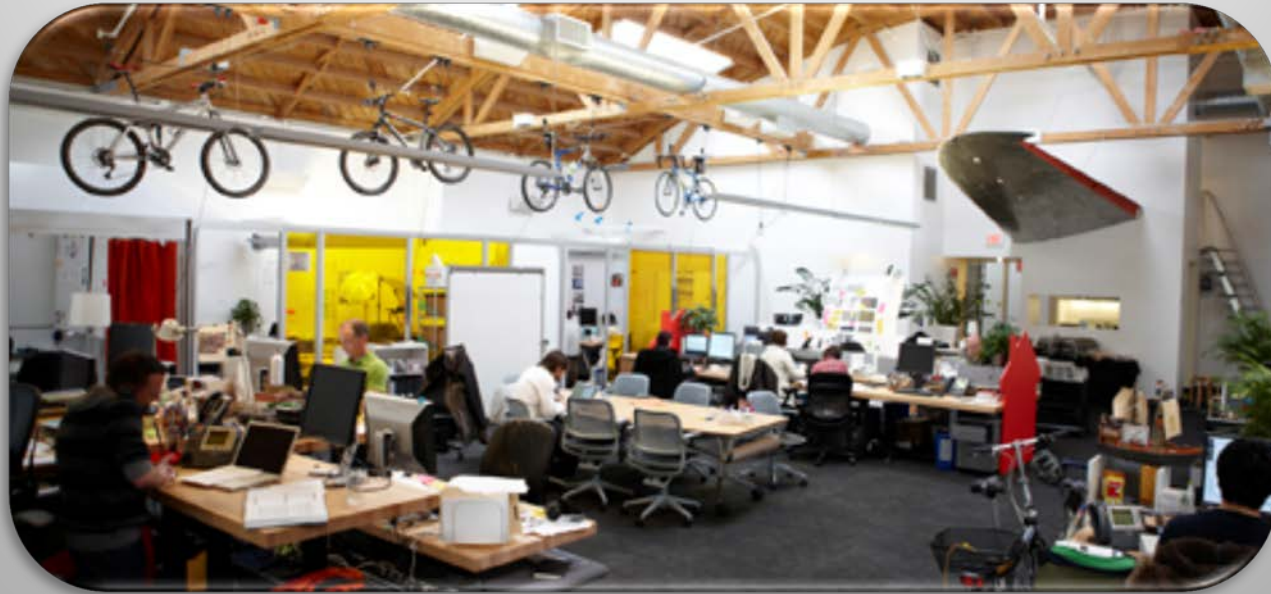


# EYE-dee-oh

**IDEO** is an **unique, private, international** design firm, and **innovation** consultancy that provides design services to organizations in the *business, government, education, healthcare, and social sectors*.



# HEADQUARTERS



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[www.ideo.org](http://www.ideo.org)  
[www.openideo.com](http://www.openideo.com)

# LOCATIONS



## **IDEO New York**

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# REVENUE & EMPLOYEES



**Estimated Revenue From 2013**

\$21,300,000

**Approximate Sales Range From 2012**

\$100-124.9 Million



**IDEO** employs over  
**600** people  
**WORLDWIDE**



# FOUNDERS

IDEO was founded in  
1991 by:

David Kelley (right)

Mike Nuttall (left)

Bill Moggridge (middle)





# DAVID KELLEY

Founder of IDEO, David Kelley built the company that created many iconic devices. He helped create the first mouse for Apple, the first Treo, the thumbs up/thumbs down button for TiVo's remote control, and many more.

In 1978, David co-founded the design firm that ultimately became IDEO. Today, he serves as the chairman of IDEO and is also a Professor at Stanford, where he has taught for over 25 years.





## MIKE NUTTALL

Mike Nuttall is one of the three original founders of IDEO. Nuttall's design firm, Matrix, won over twenty design awards. Then in 1991, Mike then joined forces with David Kelley Design and ID Two to create IDEO. Nuttall currently manages IDEO's multimillion dollar internal venture capital fund called IDEO Ventures. Mike also teaches a course at Stanford University on Advanced Product Design and Human Factors.



# BILL MOGGRIDGE

Bill Moggridge was a co-founder of IDEO and director of the Smithsonian's Cooper-Hewitt National Design Museum. He died on September 8th, 2012 due to a battle with cancer at the age of 69. Bill Moggridge founded his design firm in London in 1969, adding a second office in 1979 in Palo Alto. He designed the first laptop computer, the GRiD Compass, and pioneered interaction design as a discipline. In 1991, he merged his company with those of David Kelley and Mike Nuttall to form IDEO.

1969: Bill Moggridge launched London design firm Moggridge Associates.



1978: David Kelley formed Silicon Valley design firm.



1983: Kelley's group designs first computer mouse for Apple.



1991: IDEO Product Development is formed by merger of David Kelley Design (David Kelley) with ID Two (Moggridge) and Matrix Product Design (Mike Nuttall).



1999: ABC's Nightline documents IDEO redesigning the shopping cart. 2000: IDEO U is formed.





\*Ranked one of the most innovative companies in the world by business leaders in a global survey by the Boston Consulting Group

\*Ranked #5 on Fast Company's list of the Top 25 Most Innovative Companies (2008)

\*Winner of 38 Red Dot awards, 28 iF Hannover awards, and more IDEA awards than any other design firm in America.

\*Ranked #13 on Fortune's list of 100 most-favored employers by MBA students (2012)

\*Awarded the Smithsonian Cooper-Hewitt, National Design Museum's National Design Award for Product Design

# KEY EXECUTIVES

<b>David Kelley</b>	Founder & Chairman	Chairman of the Board
<b>Tim Brown</b>	Pres & CEO	President, Chief Executive Officer
<b>Paul Bennett</b>	Managing Partner-Europe & Chief Creative Officer	Managing Partner
<b>David Strong</b>	CFO, COO & Partner	Chief Operating Officer, Chief Financial Officer, Partner
<b>Tom Kelley</b>	General Manager	General Manager

# SERVICES

Branding

Business design

Communication design

Electrical engineering

Environments design

Food science

Healthcare

Human factors

Industrial design

Interaction design

Mechanical engineering

Organizational design

# SERVICES

IDEO offers  
brand  
design  
services for

- toys, games, digital entertainment design services for kids; communication, environments, food & beverage, health care, industrial, interaction, organizational design services, electrical, mechanical, software engineering services.

Business  
design  
services  
including

- qualitative and quantitative research, business model prototyping, data visualization, organizational design, and IP liberation.
- IDEO also designs and delivers customer-driven products, services, digital interactions, strategies, businesses, and experiences to financial organizations, health-care providers, retailers, and communities.

# IDEO'S CUSTOMERS

AT&T, Citibank, Coca-Cola, Converse, Ford Motor Company, GE, HBO, JetBlue Airways, Levi's, Marriott, Microsoft, Redbox, Samsung, Sealy, Sony, Target, Tough Mudder, The Bill & Melinda Gates Foundation, Toyota, US Dept. of Health and Human Services, Visa, Walgreens

3M, Acer, Air New Zealand, ConAgra, Consumer Financial Protection Bureau, Douwe Egberts, Eli Lilly and Company, Findus, FOTILE Kitchen Ware, Genentech, Hanwha, Harper Collins Publishers, Huawei, Innova Schools, Intuit, Kaiser Permanente, Life Technologies, Mahindra, Mayo Clinic, Medtronic, Ministry of Manpower Singapore, NTT DOCOMO, PNC Financial Services, Procter & Gamble, Ravensburger, Sesame Workshop, Steelcase, Swiss Life, US General Services Administration, VF Corporation, Virgin Australia



# RETAIL BRAND & STRATEGY SERVICE



IDEO designed Converse's first stand alone flagship retail store on Newbury St. in Boston, Massachusetts in Oct. 2010.



Since then, Converse has re-hired IDEO to design it's newest flagship store in SOHO, NYC.

# COMMUNICATION & INTERACTION REDESIGN



IDEO redesigned Redbox's kiosk digital interface by making it easier to navigate while also allowing customers to make quicker and affordable choices more efficiently.

They also added a feature which allows customers to hold up to 5 movies in their queue for future rentals. These new kiosk designs were launched in 2011.



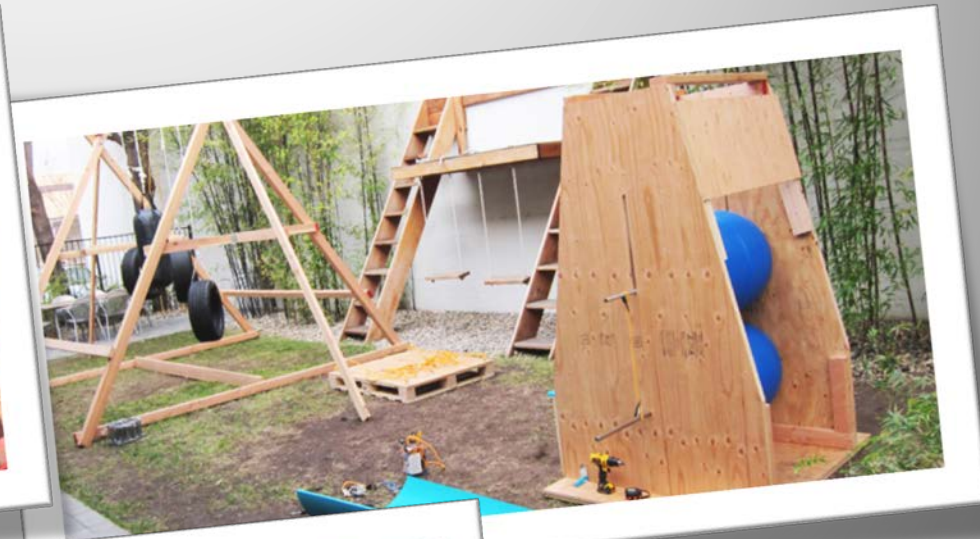
# WINDOWS 8 PACKAGING DESIGN



- Reduced packaging weight by 41 percent
- Reduced packaging-related greenhouse gas emissions by 80 percent
- Reduced packaging-related fossil fuel consumption by 80 percent.



# TOUGH MUDDER 2013



# COMPETITORS

Continuum

Frog design

Lunar Design

Doblin

Herbst LaZar Bell

Insight Product Development,  
L.L.C.

Metaphase

Pentagram Design

# SWOT



# SOURCES FOR INFORMATION & PICTURES

- <http://www.ideo.com/>
- <http://en.wikipedia.org/wiki/IDEO>
- <http://www.zoominfo.com/c/IDEO-LLC/18694792>
- <http://www.lexisnexis.com.citytech.ezproxy.cuny.edu:2048/ho/ctopics/Inacademic/?verb=sf&sfi=AC00NBGenSrch>
- <http://ehis.ebscohost.com.citytech.ezproxy.cuny.edu:2048/ehost/detail?sid=6f4469c0-c503-4f90-a2d6-3a1f55f4dc09%40sessionmgr115&vid=18&hid=109&bdata=JnNpdGU9ZWwhvc3QtbGl2ZSZzY29wZT1zaXRI#db=bth&authdb=cix&AN=2121008>
- <http://www.mindtribe.com/2008/07/the-secret-link-to-marketing-breakthrough-products/>
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- <http://www.fastcompany.com/703052/worlds-most-innovative-companies>