

JTBD Summit Europe:

Improving New Business Development at Borealis with ODI & JTBD

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Keep Discovering

We tested ODI & JTBD in New Business Development

Borealis at a glance

2nd largest polyolefin producer in Europe

6 600 employees

EUR 7.5 billion

€

1st largest integrated PO producer in Ruwais, UAE

Head office in Vienna, Austria

Borealis provides pioneering solutions in three business areas



Polyolefins

Borealis works closely with its customers and industry partners to provide innovative and value-creating plastics solutions that increase end-product safety, reduce weight, lower costs and enable integration of parts.

Borealis Polyolefins are indispensable in many segments of the economy



Automotive



Consumer Products



Health

New Business Development

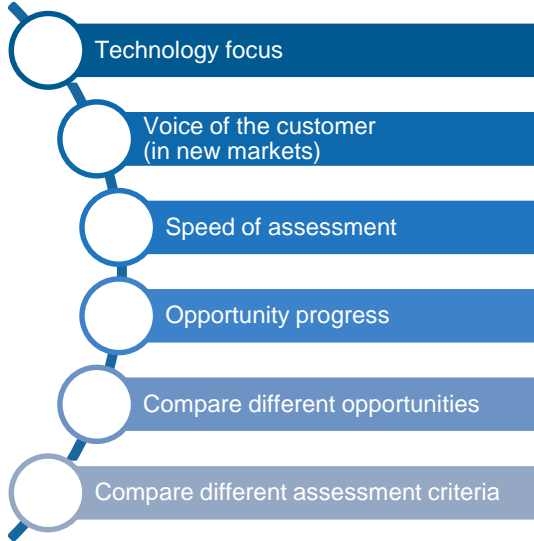
Turning ideas into business

- Dedicated to turning innovative ideas into new business, New Business Development first identifies new opportunities found in any and all areas of Borealis Polyolefins.
- After a systematic assessment which evaluates both market demand and unmet market needs, as well as any technical and/or commercial factors crucial to success, the new business opportunity is cycled into development.

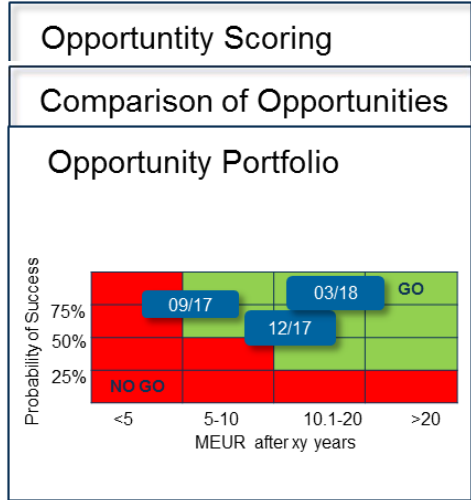


Our journey with ODI & JTBD in a snapshot

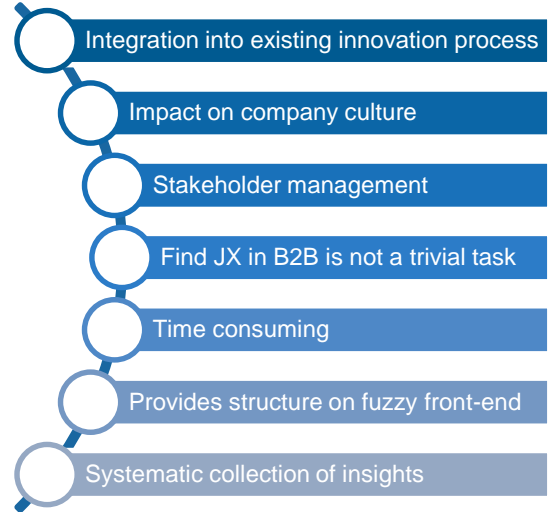
Challenges



Solutions



Learnings



And then?

We tested ODI & JTBD in New Business Development ...

...and are now integrating it group wide
as one part of
a market-driven innovation push.

Thank you

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Borealis. Keep discovering.