

## **Front End Loading in new product development "The advent of the MOMENTUM era and new product development."**

(Beyond the impact of new coronaviruses)

- Visualisation and quantitative risk assessment -

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### **A word "MOMENTUM" used in the financial and securities sectors, and theme creation**

There is the term MOMENTUM used in the fields of finance and securities. People who brought this word to their field, so-called "quants" use it to show trends on the chart, such as uptrend and downtrend. It seems they use this to be synonymous with "Direction". Suppose I were to analyse the meaning in a more understandable and applied way. Then, I think It is trying to tell you if you only follow a significant movement market, you would make a big mistake as you do not realise that there will be a big swing back reaction.

However, it can also be argued that if you can accurately identify MOMENTUM, then you will be able to manage your operation stably, without being affected by large swings up or down. The connotations of the term MOMENTUM, as intended in the financial and securities sectors, could imply precisely the direction in which we aim to develop new products in 2021. The theme's existence has a smell that makes you feel a bright future and dream at first glance. But on the other hand, it could be two sides of the same coin: It could be "Divination may or may not come true".

By actually launching a new product to the world and seeing consumers' reaction, you can see which of two words will be, but then it ends up becoming "heaven or hell situation" that the theme creation is.

It isn't the case. It can be said that theme creation is not about after for a Big Fish (Wave) like a "get rich quick", but about maintaining a balance between knowledge, courage, principles, causes, persistence and many other factors. After all, it can be said that you cannot reach to the right theme without there is an unshakable attitude. In other words, I assume that it is not the theme which gets away with the situation, but what has been piled and cultivated solemnly can get on the momentum called "MOMENTUM".

### **The advent of the MOMENTUM era and new product development**

So how can we create this "MOMENTUM" and connect it to future manufacturing? The entire process, from development to market launch, is positioned as interlocking management. and then It puts it based on visualisation and quantitative risk methods, and It creates on the theme as one and a half steps ahead of the current product value.

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In other words, it is not about creating a dream theme, but I would say that the theme is such that the management, planning department, procurement department, development site, production site, can be united as one. To put it this way, many people might say that it is a matter of course and boring.

However I think, as mentioned above, aiming only for a Big Fish (Wave), or in other words, aiming only for a novel theme, cannot accurately grasp customer needs one and a half steps ahead. As I keep mentioning about "one and a half steps ahead and one and a half steps", but you may be wondering what is "one and a half steps ahead" about. I shall say that it is an itinerary/history of things' values, but that values of things should change slowly in the great flow of the times, but the new coronavirus has changed it in just one year.

In other words, because we can no longer look at the value of things over an extended range of five or ten years, I have set one year and a half in view to meet the customer needs ahead of anyone. Therefore, I explained it as "One and a half steps ahead".

For the time being, if we can decide the direction of new product development while looking one and a half steps ahead, I think we will be able to get on the momentum of consumer needs. I would say that 2021 of new product development is the arrival of the MOMENTUM era indeed. In other words, this is not a time when the new coronavirus is making things harder and harder, but rather a time when we need to maintain a balance between knowledge, courage, principles, causes, persistence and many other factors. Namely, I would also say that it is the era that unshakable attitude is questioned.