

The Stage-Gate® Innovation System



1985

1990

1995

2000

2005

2007

Thought Leadership

The Stage-Gate Process is discovered and published by Dr. R. G. Cooper

15 critical success factors identified for new product success

Designed Stage-Gate Process for Technology Development

Introduced Portfolio Management for New Product Development (NPD)

Introduced Accelerated Stage-Gate Methodology

Introduced Product Innovation & Technology Strategy Framework

10 critical success factors identified for implementing Stage-Gate

Identified Best Practices in Portfolio Management

Innovation Diamond™ discovered and published by Dr. R. G. Cooper and Dr. S. J. Edgett

Applied lean and productivity principles to Innovation

Introduced structured Idea Management

Best Selling Books



Milestones

1st Generation Stage-Gate Process pioneered by Dr. R. G. Cooper

2nd Generation Stage-Gate 'System' introduced through consultative projects with leading innovators

3rd Generation Stage-Gate 'System' Introduced

1st commercially available Stage-Gate System launched – 'SG E-Guide'

2nd commercially available Stage-Gate System launched – 'SG Navigator'

3rd commercially available Stage-Gate System launched – 'SG Navigator E3'

4th commercially available Stage-Gate System launched – 'SG Navigator Web'

1st International Stage-Gate Leadership Summit

Key Research Themes

Dr. R. G. Cooper's Case Study Experiments on 'Innovation Pioneers'

New Prod Research Series 1 & 2

NPD Critical Success Research Study

Industry 'Deep Dive': Chemical

Technology Development Case Studies Research Study 1

Industry 'Deep Dive': Services

Portfolio Management Concept for NPD Research Series 1

Industry 'Deep Dive': Packaged Goods

Portfolio Management Case Studies Research Series 2

Optimizing Stage-Gate Benchmark Study 1

Implement-ation Research Series 1

Innovation Process Research Study with APQC: 1

Optimizing Stage-Gate Benchmark Study 2

Idea Generation & Discovery Study Research

Technology Development Case Studies Research Study 2

Portfolio Management Case Study Research with APQC: 2

44%
of North American companies adopt Stage-Gate for New Product Innovation

68%
of North American companies adopt Stage-Gate for New Product Innovation

73%
of North American companies adopt Stage-Gate for New Product Innovation

Driving Innovation Performance for 20+ Years

www.stage-gate.com