



Blind Spots, Big Bets and Turning Uncertainty into Innovation

Masterclass featuring
Ezassi & Teknor Apex
Hosted by Innolead

Agenda

- Introductions
- Today's Untapped Resources
- *"Crossing Over" into Unknown Markets*
- The Teknor Apex Story: An Interview with Jon Mello
- How to Get Started
- Q&A



Masterclass Guests



Matthew Heim
Chief Innovation Officer
Ezassi

Matthew brings over 25 years of experience in innovation and strategy, including leadership roles at PwC and KPMG. At Ezassi, he leads strategy, business development, and innovation—helping organizations uncover opportunities in unfamiliar markets and achieve innovation excellence.

He is also the author of several books and articles on strategy and innovation and is widely recognized as a global thought leader in the field.



Jon Mello
Global Market Manager, Wire & Cable
Teknor Apex

Jon has spent over 20 years with Teknor Apex, building partnerships and driving growth. He has held roles in sales, regional leadership, and now global market management, giving him a unique perspective on aligning customer needs with long-term innovation strategies.

Most recently, Jon has been at the forefront of Teknor Apex's exploration into emerging applications, guiding the company through the challenges and opportunities of entering unfamiliar markets.



Today's Untapped Resources

Too many companies are sitting on a goldmine of untapped core competencies, intellectual property and technical know-how.

With over \$1T tied up in dormant assets, it's time to shift from a defensive 'prior art' mindset to a strategy targeting asset optimization and profitability





The Power of Crossing Over

Capabilities-Market Fit analyses can transform a company's dormant assets into active revenue streams by crossing over into unknown markets.

How Old Assets Turn Into New Market Opportunities:

- ❖ Identify New Markets for Current Competencies
- ❖ New Product Development (internal)
- ❖ Out-Licensing
- ❖ IP Sale
- ❖ Strategic Partnerships & Joint Ventures
- ❖ Startup Spinout/Incubation
- ❖ Acquisition of New Market-Enabling Capabilities

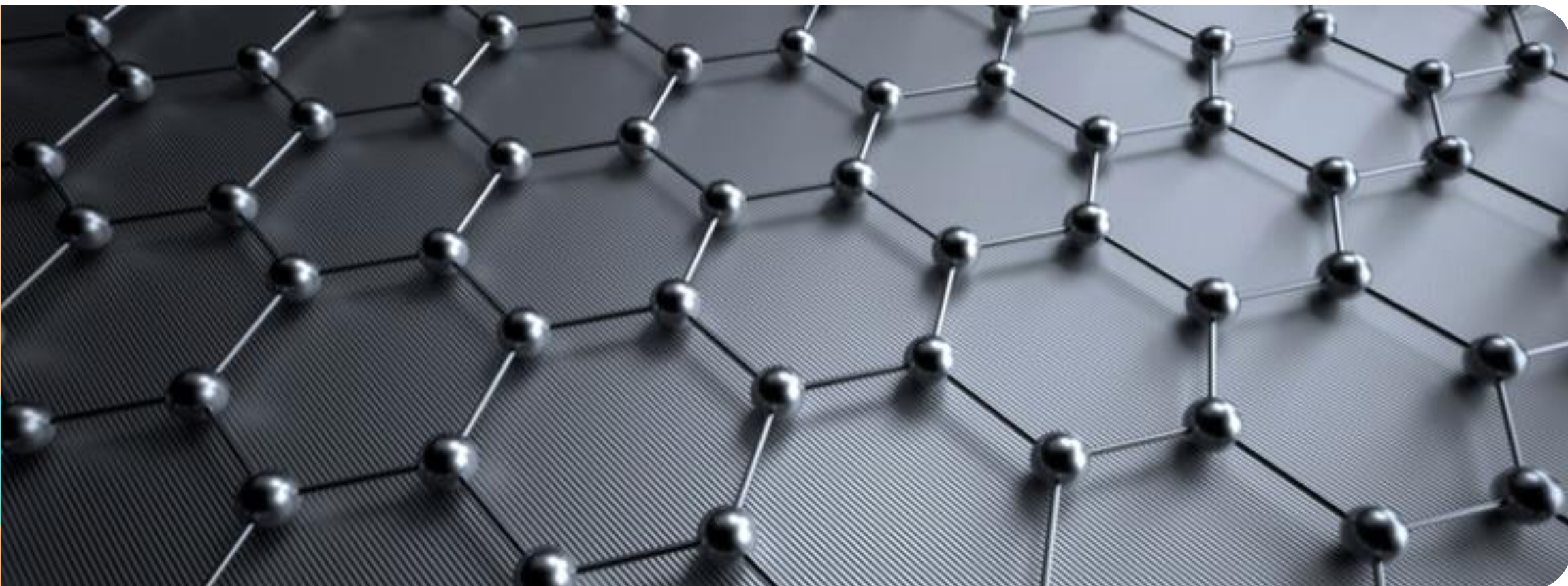


Masterclass

Discussion Topics

- How companies can revitalize their existing capabilities and assets
- Lessons from the Teknor Apex and Ezassi collaboration
- Strategies for turning uncertainty into new market opportunities
- The role of subject matter experts in validating opportunities
- Advice for innovators across industries exploring 'what's next'

"We didn't know what we didn't know"



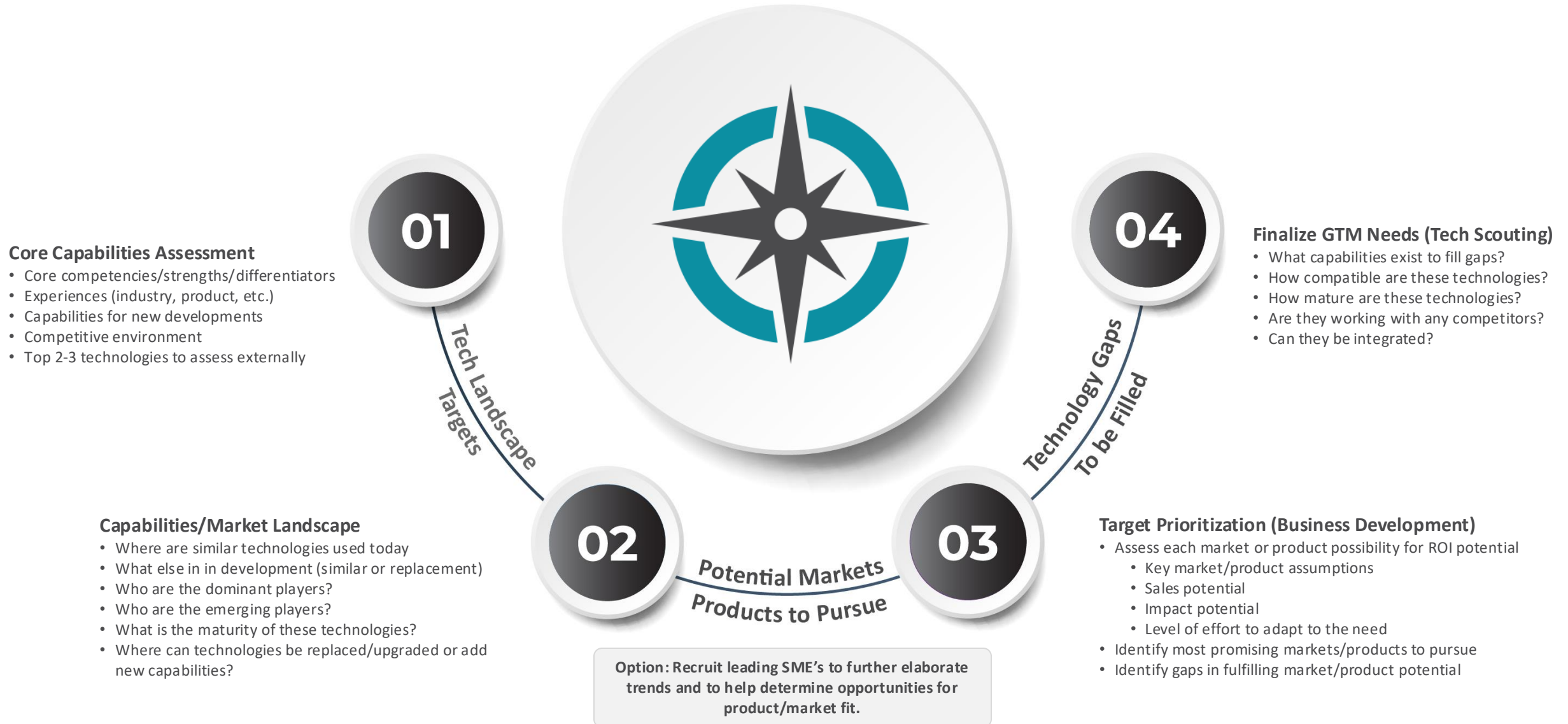
The Teknor Apex Story

Interview with Jon Mello

Global Market Manager, Wire & Cable

Capabilities-Market-Fit (CMF) Assessment

Matching Core Competencies & Technologies to Emerging Market Whitespaces and Product Needs





Questions?



Thank You!

Now get off your assets and make some money!

Participant Contact Information



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