

TBC Innovations

Consulting and Innovation

For building and construction industries



- **25 years** of experience in **building** and **construction** industries
- Deep **market understanding** and **research expertise**
- **Business School Consultants** associated with **Engineers specialized in Building Innovation**
- Decoding **trends** and **weak signals** to inspire your strategies
- Our **market studies on joinery and insulation industries** are **references for many customers**

TBC Innovations SAS

- Created in **1993**
- **11 engineers** and marketing consultants
- Turnover 2017 = **0,85 million €**



Decoding

Consulting and
market research



Inspire

Market and technical
intelligence



Anticipate

Consulting and
technical studies



Create

Innovation & Design

Consulting Market Research

- **Markets studies**
 - 15-year market outlook
 - Comprehensive data & charts
 - Five-year forecasts
 - Industry & trends analysis
 - To support your business plans
- **Consumer behavior**
 - Usage & Attitudes
 - Decision making chains
 - Consumer journey and insights
 - Concept testing
- **Measure your performances**
 - Customers satisfaction
 - Brand awareness and image
- **Marketing & business plan**
 - SWOT
 - Product positioning
 - Value chain analysis
 - Route to market
 - Business models
 - Key success factors
 - Key driver analysis

Market and competitive Intelligence

- **Monthly newsletters**
 - Joineries, closures
 - Insulation, structural work
 - Building industry & energy
- **Analysis of stakeholders**
 - Competitive intelligence
 - Trends, weak signals
 - Industry & trends analysis
- **Competitive intelligence**
 - Innovative concepts
 - Emerging products
 - Patents
 - Deep understanding of your competitors
- **Decrypt and anticipate**
 - Tech trends French and Europe
 - Marketing et technological trends books
 - A forward-looking approach to markets

Engineering Consultants

- **Technical consulting**
 - Product and technology evaluation
 - Standards and specifications
 - Assistance and advice prior to an assessment procedure
 - Meeting with approval bodies CSTB, FCBA ...
- **Innovation support**
 - Innovation roadmap
 - Opportunities identification
 - Partnerships
- **E+C-, RT2012 regulations**
 - Building's life cycle analysis
 - Training, cases studies
 - Optimize energy consumption, reduce environmental impact
- **Simulation and modeling**
 - Dynamic simulation
 - Thermal performance
 - Energy use, CO2 Emissions
 - Overheating, occupant comfort, daylight assessment, ventilation and airflow

Product Design

- **Innovative concept**
 - CAD product design
 - Technical and economical feasibility
 - Specifications
- **Open innovation**
 - Creative seminar
 - Design thinking
 - Benchmark
 - Technological trends
- **Optimize performance**
 - Technical audit of products
 - Functional study
 - Value analysis
 - Thermal simulations
 - Recommendations

Meet our team

										
Anne-Séverine Saboret	Nadia Mpoté	Sandy Lantoine	Florentin Rollet	Coralie Lauer	Coralie De Horta	Christel Jimenez	Bérenger Favre	Guillaume Combes	Alain Beaudaigne	Corinne Barbut
Director Founder	Business development manager	Market research manager	Market intelligence manager	Research executive	Research executive	Innovation Director	Research & DSM manager	Innovation manager	Product design manager	Finance manager
<i>Master in management EDHEC Business School</i>	<i>Marketing management Toulouse Business School</i>	<i>Master in management Toulouse Business School</i>	<i>Master in market intelligence IAE Poitiers</i>	<i>Master in marketing Istef</i>	<i>Master in marketing IAE Toulouse Master in social sciences</i>	<i>INSA PhD in physic</i>	<i>ENSE3 Mines Paris Tech Phd in building modeling</i>	<i>IMT Mines</i>	<i>HND/BTS Industrial products design</i>	<i>DUT business administration</i>

We help our clients across a **wide variety of projects.**
 We are **truly passionate** to succeed as a team and deliver the **best experience** for our clients
 Our values : **inspire change, drive success**

Network of experts :



Public sector Professionnal Organizations



Laboratories Research partners



Industrials Manufacturers



Unions Associations Manufacturers



Local governments, Clusters



Property developers



Building materials distributors

