

FACTSHEET

JUMP ASSOCIATES IS A HYBRID STRATEGY FIRM FOCUSED ON GROWTH. We help companies create new businesses and reinvent existing ones. Over the years, we've had the opportunity to work with some amazing folks, companies like GE, HP, Target and Nike. Together, we've defined profitable new growth platforms and built the systems, processes and metrics to make significant change a reality. Our people help business leaders tackle big, ambiguous growth challenges — the kinds of things you don't know how to face, but can't afford not to.

WE SOLVE HIGHLY AMBIGUOUS PROBLEMS

"We have a great core business, but it hasn't grown in years."

"We have an amazing technology and we don't know what to do with it."

"We've tried to enter a new market for years and haven't been successful."

"There's a competitor that's threatening to clean our clock."

"We've tested a bunch of concepts, but nothing seems to stick."

"We're in two businesses and need to find a third."

"We're facing a macro trend that's going to make us obsolete."

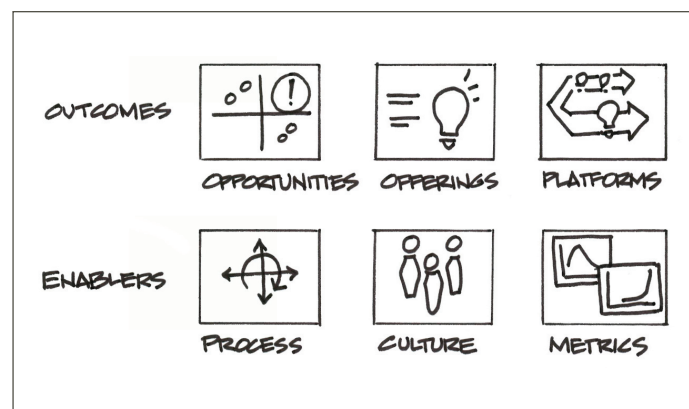
"We've identified a white space that we don't know how to crack."

"We have a business that we need to double in size."

"We need to grow."

OUR HYBRID APPROACH TO STRATEGY

Tackling issues of tremendous complexity has required us to create a very different kind of consulting firm. We have consciously cultivated a hybrid approach, creating new methods and new intellectual property at the intersection of culture, design, and business. Hybridity allows us to see across silos, see around barriers, and see new opportunities that others might miss.



OUR CLIENTS

3M

Diageo

General Electric

General Mills

Harley-Davidson

Hewlett-Packard

Kellogg Foundation

M&M Mars

Mercedes-Benz

NBC

Nike

Novartis

P&G

Pepsi

Safeway

Samsung

San Diego Zoo

Sony

Steelcase

Target

Virgin

Welch-Allyn

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