

innovation pitch@tesa  
playbook



- ✓ pitch@tesa
- ✓ insights in tesa branded solutions
- ✓ innovation challenges
- ✓ assessment process and time-line

pitch@tesa target

let's solve consumer challenges and  
launch innovative non-tape solutions -  
**as partners!**

your valued contribution towards our  
innovation challenge is followed-up by a  
transparent process





## pitch

we want to grow with you!

feel free to pitch your business idea to us - in line with our innovation challenges & playbook



## pre-selection

once received your pitch the cross-functional tesa committee will pre-assess your idea



## pitch event

if shortlisted, you are invited to pitch your idea at our tesa headquarters in front of our cross-functional committee and the consumer board member



## launch

if your idea is awarded, it will be included in our portfolio management aiming towards a committed milestone and budget plan

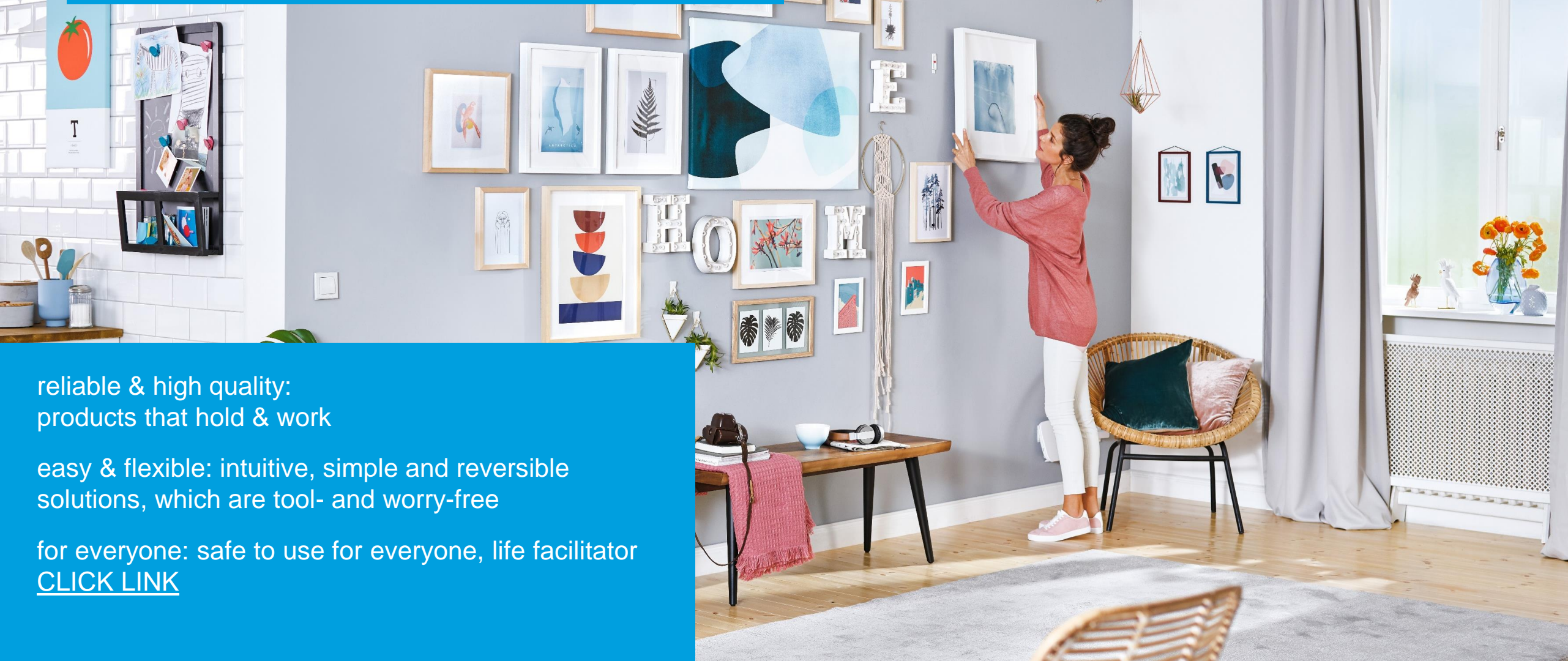
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tesa branded solutions:  
easy – innovative – sustainable



reliable & high quality:  
products that hold & work

easy & flexible: intuitive, simple and reversible  
solutions, which are tool- and worry-free

for everyone: safe to use for everyone, life facilitator  
[CLICK LINK](#)

with tesa, decorating  
your living space becomes  
flexibly durable

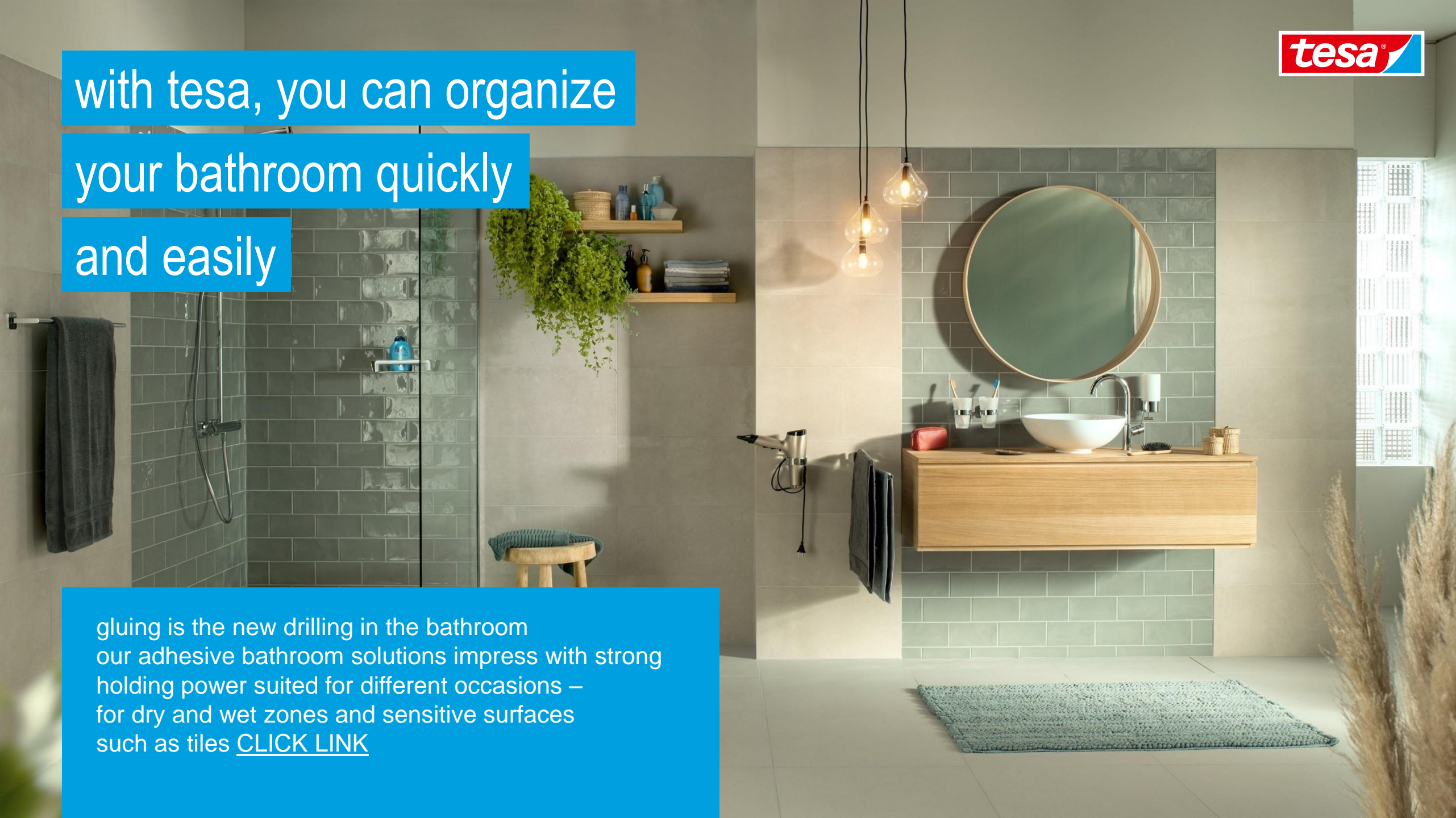


the future of mounting has started  
drilling and hammering are a thing of the past.

our mounting solutions for households and handicrafts  
hold tight – on brickwork or on your new wallpaper  
in the bedroom, bathroom or office [CLICK LINK](#)

with tesa, you can organize  
your bathroom quickly  
and easily

gluing is the new drilling in the bathroom  
our adhesive bathroom solutions impress with strong  
holding power suited for different occasions –  
for dry and wet zones and sensitive surfaces  
such as tiles [CLICK LINK](#)





with tesa you can enjoy

your privacy by the push of a button



the switchable privacy film provides privacy in your home by the push of a button, protecting you from the prying eyes from the outside - the different sizes can be individually cut to fit your window. [CLICK LINK](#)

# tesa brand and sustainability



Holding the world together –  
for a sustainable future



we want to jointly use all our expertise and passion to develop products and adhesive solutions that are sustainable

please make yourself familiar with the sustainability targets on our webpage and consider how your idea can contribute to that

[CLICK LINK](#)

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we at tesa believe in constant mutual development in order to find new solutions for our consumers therefore, our first pitch@tesa event shall focus on the following three areas of innovation:

## CHANGE CONSUMERS HOME FOR THE BETTER



INNOVATE for TODDLERS – cleverly protecting our toddlers



INNOVATE for NATURE – creating better spaces for nature at home



INNOVATE for HOME DÉCOR – easy decorating and upgrading surfaces

# cleverly protecting toddlers

solutions protecting toddlers but not bothering the parents



**TARGET:**  
PREVENTING  
KIDS FROM...



hitting themselves



clamping fingers



touching dangerous or toxic things



falling or slipping

WHAT WE ARE  
LOOKING FOR

clever to install & to use (adhesive) solutions empowering parents to reliably protect their child without hindering or bothering themselves

WHAT WE  
DON'T LOOK  
FOR...



clumsy, wobbly edge, corner & clamping protection



unstable socket protection



fiddly safety locks



solutions damaging surfaces

MISMATCH  
WITH tesa

fall off, don't stick or hold reliably; damage surfaces or leave traces; too visible, clumsy, obtrusive or look too childish; also hinders parents in their flows and routines, makes handling & tasks more difficult

# creating better spaces for nature at home

plants in your home but not in your way



**TARGET:**  
EASILY GIVING  
PLANTS A BETTER  
PLACE



acquire (new) spaces and places



flexible solutions



Hold, support or even optimize

WHAT WE ARE  
LOOKING FOR

clever to install & to use (adhesive) solutions to get plants into your home  
more easily, flexibly and decoratively

WHAT WE  
DON'T LOOK  
FOR...



Obtrusive freestanding solutions



wobbly hanging solutions



solutions damaging surfaces

MISMATCH  
WITH tesa

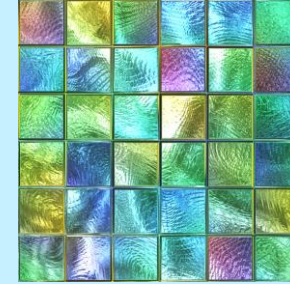
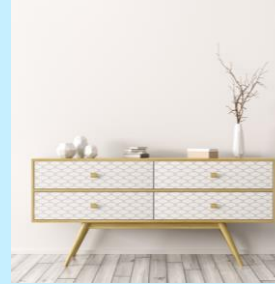
fall off, don't stick or hold reliably; damage surfaces or leave traces; too obtrusive, space consuming,  
staying in the way; impractical, too complicated for plant watering, caring and handling

# home decor – easy decorating and upgrading surfaces

new faces for all your places



**TARGET:**  
EASILY GIVING  
SURFACES  
A NEW LOOK AND  
LEVEL



redecorating, individualizing, upgrading... tiles, countertops, furniture, windows, floors

WHAT WE ARE  
LOOKING FOR

easy to install and appealing (adhesive) solutions empowering consumers to decorate and redecorate their surfaces quickly and flexibly without making a big craftsmen project out of it

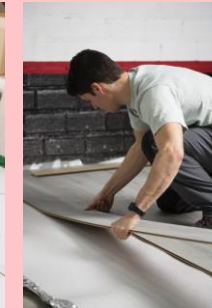
WHAT WE  
DON'T LOOK  
FOR...



wet applications & craftwork solutions



solutions damaging surfaces



MISMATCH  
WITH tesa

not DIY-able, requiring tools; damaging surfaces or leaving traces, not reversible; fall off, don't stick or hold reliably and accurately

# your perfect pitch – summary

while pitching please keep in mind the following



we are looking for non-tape consumer solutions

however, the pitch idea may use existing tesa solutions such as tape, hook & loop, powerstrips or powerkit technologies

keep in mind: your idea can just be a concept, a prototype or a ready-to-sell product

easy to install  
(ideally no longer than 30 to 60 minutes)

**easy**

it shall not be drilled or require professional tooling equipment → be DIY-able

**innovative**

and shall not harm health and environment or made of non-REACH-compliant components

**sustainable**

being an innovation, the pitch idea shall not be a pure already existing product, however it is considered being an innovation if you are making it “tesa-like” by enabling a DIY-able and easy to install solution



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# innovation form to pitch your idea

please review the information provided and pitch  
your innovation via the following:

<https://forms.office.com/e/3kzr3UA4C5>

the form guides you with questions to enable the  
assessment process








a cross-functional team is set up to structurally assess your ideas

the team consists of representatives from Sales, New Product & Business Development, Market Research and Sourcing

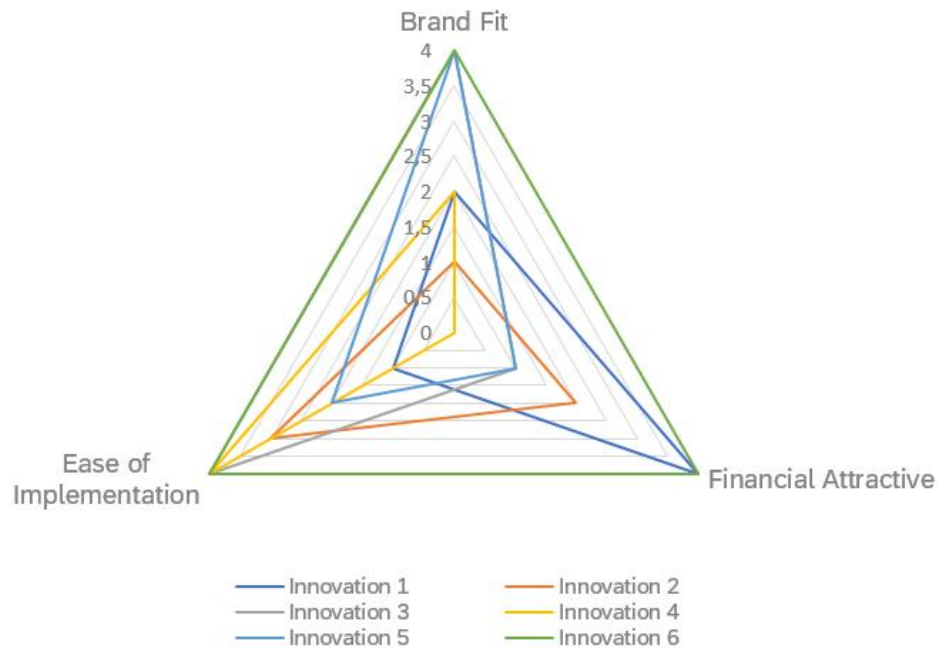
# assessment process for your pitch



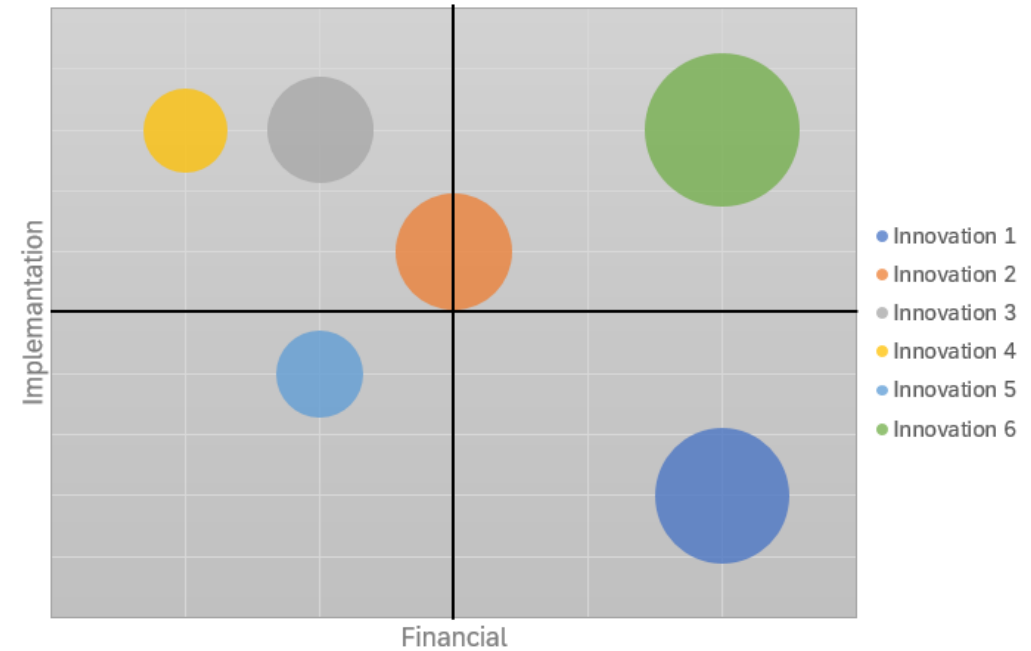
attributes that are going to be rated and weighted:

- brand fit with tesa  yes / no – if no, your idea will not be considered
- financial attractiveness  high / medium / low scoring [4 / 2 / 1] – **weighting 70%**
- ease of implementation  high / medium / low effort scoring [1 / 2 / 4] – **weighting 30%**
- the size of the bubble reflects the overall scoring of the initiative including brand fit - focus on upper right initiatives

Triangle - Innovation



Bubble Chart - Innovation





**February 2023**

announcement of  
innovation challenge



**March 2023**

deadline to pitch your  
innovation form



**April 2023**

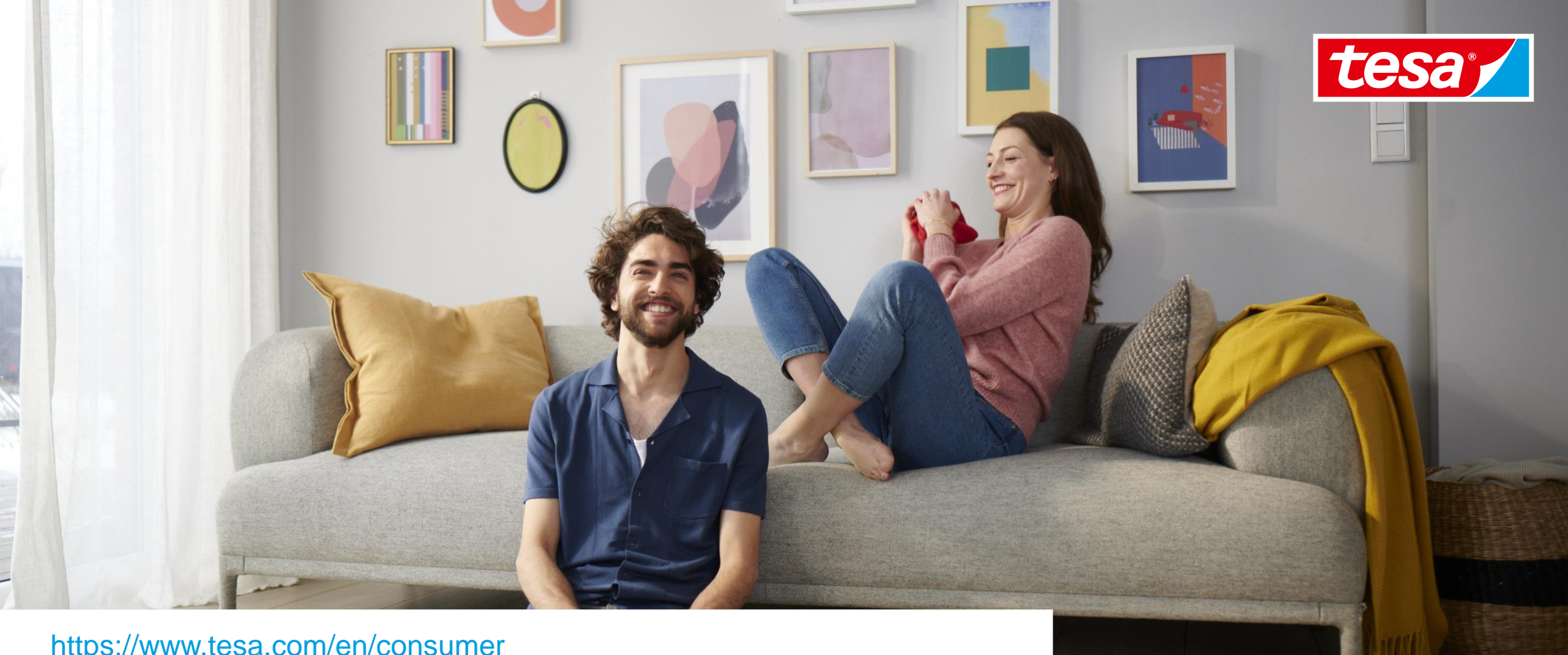
feedback on pitch -  
invitation pitch event



**May 2023**

pitch@tesa event





<https://www.tesa.com/en/consumer>

thank you – we are looking forward to your innovation  
in case of questions reach out to [pitch@tesa.com](mailto:pitch@tesa.com)