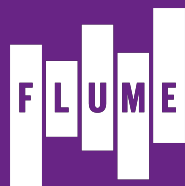


[View this email in your browser](#)



Welcome to the September issue of the Flumeletter

In this Flumeletter we talk about how to combine the strengths of humans, AI and data to create winning NPD, as well as what we've been getting up to with Let's Feed Brum!

Happy reading!

Creating Winning NPD with ConceptFlow

Introducing *ConceptFlow* – our versatile, modular approach to concept testing which leverages the complementary strengths of face-to-face exploration, AI and quant data. Designed to help you hone down several early-stage ideas into a focused set of optimized and validated concepts to develop for market.

Whatever stage you are at in the process, this approach will help you move quickly, flexibly, and with confidence.

There are 3 integral phases of *ConceptFlow*...

1. Steer

Rapid feedback of ideas using our carefully crafted questions and AI interviewing and analysis to screen and steer early-stage concept ideas perfect when time is of the essence

2. Optimise

A high energy, rapid optimisation process carried out in a workshop style set up with consumers and clients working together to optimise a set of concepts (or product prototypes)

3. Test

A goals-based quantitative concept test to validate the sales potential of your final (or close to final) concept.

If you want to find out more about our *ConceptFlow* work or would like to be sent the official brochure, get in touch with us at hello@flume.group



Get primed and ready for the next installation of Qualversations featuring 3 interesting women who have done some incredible things. From sticking it out in a strenuous industry to going overseas and working remotely, don't miss out when they drop!

We're speaking about Qualversations at the Agency Owners and Leaders Conference 2024

Join our Founder MD Debbie Newbould for her Fireside Chat: Let's Have a 'Qualversation' About Developing Female Leaders
Less than 1/4 of CEOs in research are women. This discussion will bring together female leaders and entrepreneurs to share their routes to success, their challenges, and what they have learned along the way.

Check out more [here](#)



This year, we've been busy giving back to the community! We've been repurposing our surplus food from focus groups, and digging into our wardrobes for [Let's Feed Brum](#), our local charity of choice who are providing support to those living on the street.





Copyright © 2024 Flume, All rights reserved.

Our mailing address is:

Flume
Flume, Unit 1a, Stratford Court
Cranmore Boulevard
Shirley, Solihull, West Midlands B90 4QT
United Kingdom

[Add us to your address book](#)

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

