



BOLD NEW PRODUCTS SEEN AT SXSW 2024

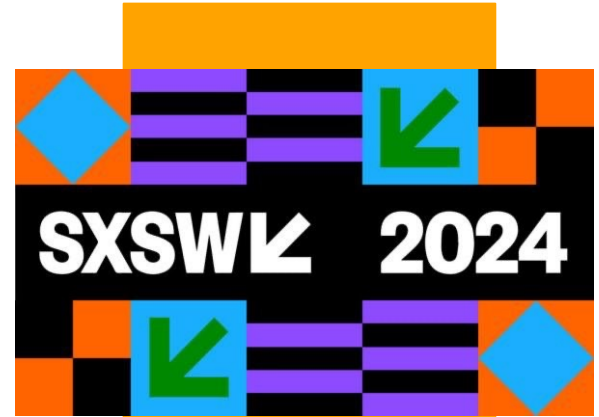
**HIGHLIGHTS & INSIGHTS
FROM THE GARAGE GROUP**

MARCH 2024

KEEPING UP WITH INNOVATIVE SOLUTIONS

The Garage Group's Lean Research Team studied the Food & Beverage, Healthcare, and Artificial Intelligence tracks at SXSW, and compiled the following learnings. All highlights in this deck are anchored in our evaluation of the consumer/customer Jobs to be Done that seemed most ripe for solving this year.

About SXSW: "An essential destination for global professionals, the annual March event features sessions, music and comedy showcases, film and television screenings, world-class exhibitions, professional development and networking opportunities, tech competitions, awards ceremonies, and much more. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together." - www.sxsw.com



FUTURE-LOOKING INNOVATION TO SPARK INSPIRATION



The Garage Group has curated a look at compelling, problem-solving products and services that ladder up to three industry (and solution) agnostic Jobs to be Done available for solving...

1

Job to be Done
**POWER MY
BODY WITHOUT
WASTING RESOURCES**



2

Job to be Done
**HELP ME IDENTIFY
MEDICAL PROBLEMS
SOONER**



3

Job to be Done
**GIVE ME ACCESS
TO HEALTHCARE ON
DEMAND**



Interested in learning more about Jobs Theory, and building Jobs-based Innovation? The Garage Group can help! [Click here to learn more](#)

JOB TO BE DONE: POWER MY BODY WITHOUT WASTING RESOURCES

We live in a time when resources are incredibly precious; and what Hippocrates said still applies, "Let food be thy medicine, and let medicine be thy food."



V2FOOD

MAKE VEGETARIAN MEAT MORE NUTRITIOUS

The makers of meat alternatives from V2 claim to have essentially copied animal protein using fiber-rich plant-based ingredients that deliver on taste and nutrition. Their lineup includes burgers, sausages, mince, tenders, ready to eat meals such as spaghetti bolognese, and more.

- Provides the same protein, iron, zinc, phosphorus, and B vitamin content as animal protein - without the cholesterol
- Uses ~1/2 of the water and land resources compared to meat production

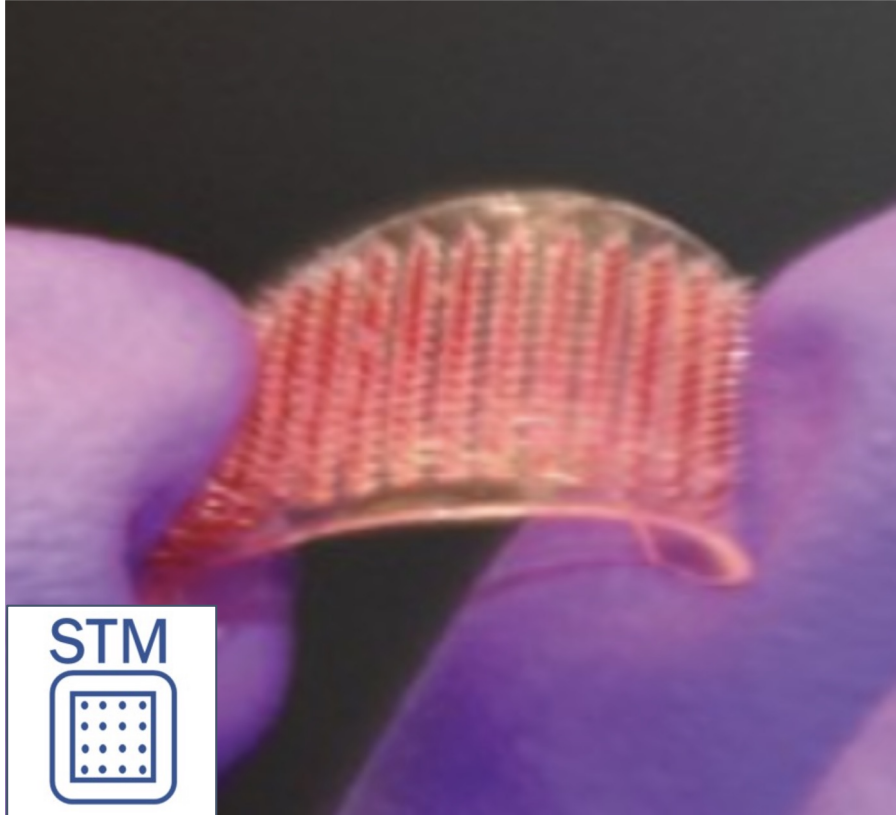


TASTILUX

MAKE PLANT-BASED FOOD TASTE SIMILAR TO ANIMAL PRODUCTS

From Australian food tech Nourish Ingredients, Tastilux is a new animal fat substitute. The groundbreaking fat is designed to provide food makers with a natural alternative that cooks, smells, and tastes just like meat and even replicates the mouthfeel.

- Uses precision fermentation to affordably scale the most potent lipids found in nature
- Requires fewer land resources than raising animals



STMPATCH

HELP ME MAKE DELIVERY OF MEDICINE MORE STREAMLINED

SingleTimeMicroneedles (STM) are revolutionizing drug delivery with multi-dose patches that dispatch life-improving and potentially lifesaving drugs and vaccines. The patch has the unique capability to deliver doses immediately or over-time via a single application.

- The microneedle patch temperature stabilizes medicines and eliminates the need for cold-chain storage and transportation
- Its technology has the potential to impact the health of people and animals by facilitating access to needed pharmaceutical products

JOB TO BE DONE: **HELP ME IDENTIFY MEDICAL PROBLEMS SOONER**

*With technological advances, more accurate diagnoses are possible,
which leads to earlier intervention and better outcomes.*

EARLIPOINT

HELP ME CAPTURE & ASSESS AUTISM INDICATORS EARLIER

This FDA-cleared device assists clinicians with diagnosis and assessment of autism. EarliPoint captures moment-by-moment looking behavior which is imperceptible to the human eye and which gives insight into responsiveness as an autism indicator.

- Eye-tracking technology measures focal preferences, and the collected data is compared to metrics to determine if a child is missing key moments of social learning
- Early autism spectrum diagnosis has the potential to tailor interventions to help children live their “best and happiest lives”



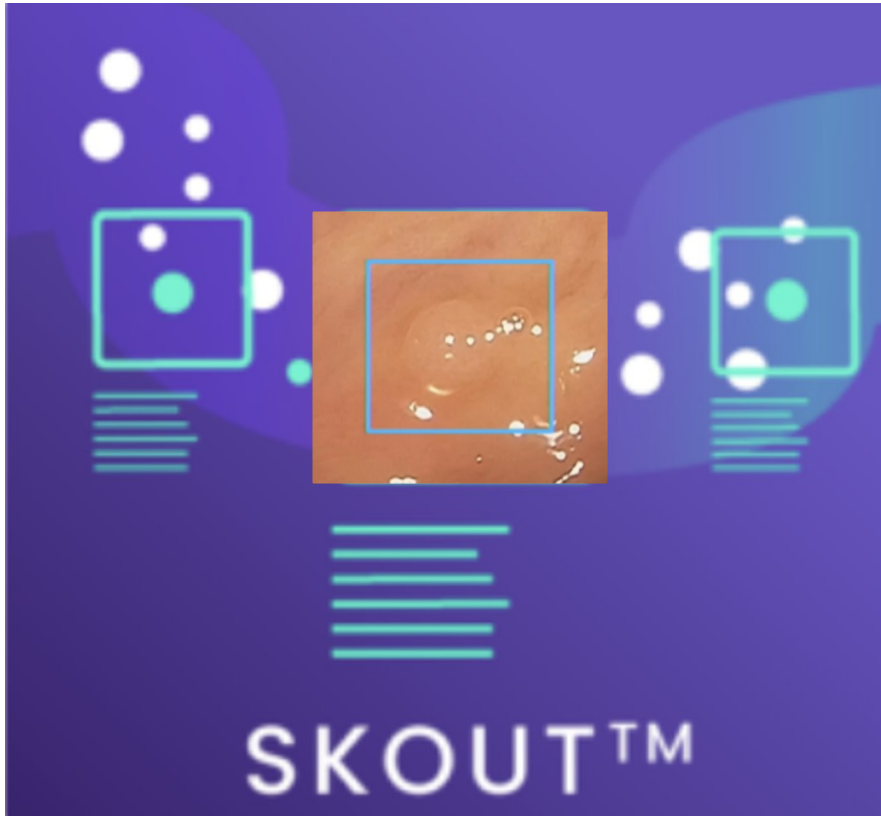


VISIE

HELP ME BRING THE UNSEEN TO LIGHT IN SURGICAL SETTINGS

Proprietary imaging hardware combines the power of science and technology to elevate vision in operating rooms. Handheld scanners integrate with existing systems and give increased visibility into dynamic anatomic shifts which often go unseen.

- Improves the surgical experience for both patients and medical professionals
- Reduces steps; saves time; and preserves tissue



SKOUT

HELP ME MAXIMIZE POLYP DETECTION

SKOUT uses artificial intelligence to help gastroenterologists detect more adenomas during colonoscopy procedures. It doesn't replace, but rather augments, physician judgment to enhance polyp detection without increasing the duration of the process.

- Provides medical professionals with more information in the same amount of time

JOB TO BE DONE: GIVE ME ACCESS TO HEALTHCARE ON DEMAND

When the timeliness of an intervention can make a difference, new solutions are providing avenues for dynamic healthcare.



SPARROW ASCENT

HELP ME WITHDRAW FROM OPIOID ADDICTION WITH QUICK RELIEF

This prescribed neurostimulation wearable provides an easy, safe, and effective path through the process of opioid withdrawal. FDA-cleared, Sparrow Ascent is the only non-drug, non-addictive, non-invasive treatment technology for the relief of opioid withdrawal symptoms.

- Electrical signals activate areas of the brain which release endorphins that fill empty opioid receptors
- Shown to begin providing withdrawal symptom relief in as little as ½ hour



DERMASENSOR



HELP ME MORE PROACTIVELY ASSESS SKIN CANCER RISKS

AI-powered and FDA-cleared, this handheld device equips physicians with immediate, accurate, and objective results that improve the detection of skin cancer. Breakthrough technologies assess cellular and sub-cellular features that aren't visible via dermoscopy tests or to the eye. And an algorithm analyzes data and provides an assessment in seconds.

- Helps physicians see below the surface
- Informs decisions for doctors regarding referral and treatment



DIA



GIVE ME REAL TIME HEALTH MEASUREMENTS

With DIA, patent-pending electrochemical sensors measure biomarkers through sweat or saliva. Data is securely transmitted to a smart phone app to provide actionable insights related to holistic health.

- Performance athletes are able to receive instantaneous measurements of hormones, electrolytes, and inflammatory markers via a saliva sample
- Data informs immediate actions for improved performance and outcomes

WHAT DOES THIS MEAN FOR YOU?

Whether you are a Fortune 500 brand or startup, in Food & Beverage, Financial Services or Consumer Healthcare, or operating in a B2B or B2C context, Jobs Theory can be a powerful tool for your business.

Questions to consider:

- Are these Jobs to be Done relevant for your brand?
- Are there gaps between products in market, or in the queue, and a clear understanding of the Job they are solving?
- Why might your consumers find

The Garage Group can help!

THE GARAGE GROUP

KEEPING EXISTING BRANDS RELEVANT & GROWING AMIDST UNCERTAINTY

- ✗ Successfully navigating a complex and uncertain world requires **BOLD, NEW THINKING**.
- ✗ **SHIFTING FROM KNOWING TO LEARNING AND DOING** drives us to smartly create the right solutions, faster, and with greater confidence.
- ✗ Evolving through meaningful **ITERATIVE LEARNING LOOPS** is the secret sauce to getting to breakthrough.
- ✗ When we operate from **COURAGEOUS MINDS ONLY** perspective, we recognize that we don't have to have all the answers to get started.



Reach out to us at marketing@thegaragegroup.com

