

The image shows the Brandenburg Gate in Berlin, Germany, during a dramatic sunset. The sky is filled with dark, heavy clouds, with a bright orange and yellow glow from the setting sun breaking through the clouds behind the gate. The gate's structure, including its six Doric columns and the Quadriga statue on top, is silhouetted against the bright light. The text "Market Makers: Leadership Brands" is overlaid in large, white, bold letters across the center of the image.

Market Makers: Leadership Brands

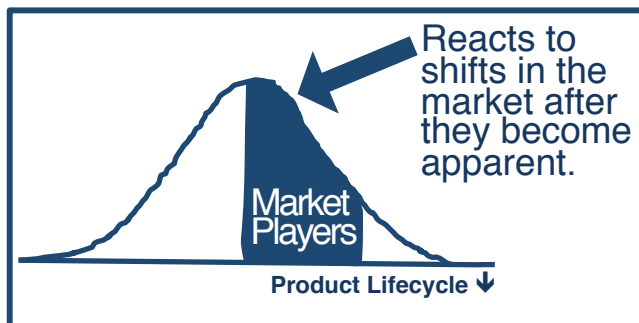
By Peter Leighton

There are two types of companies: **Market Players** are traditional in their approach to the market and focus on features and benefits as they drive **incremental** changes. **Market Makers** on the other hand become leadership brands through **disruptive** changes, as they drive **innovation** in anticipation of where **the market is heading**.

Market Players



Incremental changes
Defensive
Expected
Rigid, static



Market Makers



Disruptive changes
Innovative
Unexpected
Agile, flexible



Innovation Grows Value

Market makers are defined by innovation, which at its core is the delivery of an unarticulated need. But innovation is much more than a product, a technology or intellectual property. Market makers build exponential value through innovation in their approach to the market and their business model. They redefine the category and leave us asking,

“Why didn't I think of that?”

The Netflix logo is a red rounded square with the word "NETFLIX" in white, bold, sans-serif capital letters with a slight 3D effect.

NETFLIX

Netflix is redefining entertainment content delivery as they tear away at the traditional idea of a cable network. With *Oscar* quality original content, their innovative model delivers an unarticulated need and a lot of convenience.

Starbucks focused on the coffee experience, and redefined the category by changing the way we looked at it. Their business model was an innovative hybrid between gourmet product, convenient coffee shop and consumer oasis, with a dash of an exotic learning experience thrown in.



Some examples of market-makers



Market Makers are designed to succeed. They have a unique culture that is marketing driven, one which focuses on predictive data analysis. These companies are dedicated to a cultural shift to match the direction of the market.

Abunda is an integrated consulting group, designed to offer top tier management and strategic solutions to growth-oriented companies. Our mission is to drive value through innovative market approaches and increased profitability. Abunda delivers solutions for the life sciences, health & nutrition and functional foods markets.



Insightful enterprises are looking for more thoughtful solutions. Looking at the market in a different way. Creating meaningful connections with consumers.

What kind of company are you?



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