

BLUEMORROW

ON TO  
NEW HORIZONS

# ABOUT US

Combining entrepreneurial agility with corporate experience Bluemorrow is the **future business builder** for global leaders. Leveraging **strategic foresight**, **innovation** and **venture building**, we help companies explore new horizons and drive growth for a brighter tomorrow and a bluer planet.

**3** Locations  
in Berlin, Zürich, Cape Town

**15+** years  
of industry experience

**40** future business builders,  
innovators and experts

**50+** Clients  
we worked with

Some clients we worked with

 ABInBev

 ASML

 Lufthansa

 SIEMENS

 KION  
GROUP

 Swiss Re

 adidas

 umicore

 essity

What we believe in

# PEOPLE SAY THE SKY IS THE LIMIT. TO US, IT'S JUST THE BEGINNING.

At Bluemorrow, we work with you to establish new growth patterns so you can future-proof your business at lower risk for higher reward. As trusted advisors with decades of experience, we combine strategic foresight, innovation consulting, and venture building to help you not only identify but also act on opportunities.

Our holistic approach balances an entrepreneurial mindset with corporate understanding, speed with thoroughness, and hands-on building with a long-term perspective.

To change corporate innovation for the better, we help you with

- Crafting future-proof strategies
- Anticipating market trends and customer needs
- De-risking innovation initiatives
- Navigating regulatory environments
- Building up an ecosystem of partners
- Inspiring your people to push the boundaries

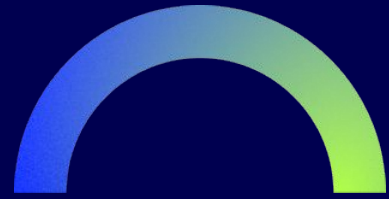


# WHAT WE CAN DO FOR YOU

Set the direction

## Future Strategy

Define resilient, future-proof strategies and portfolios with foresight, ensuring your organization thrives amidst uncertainty and emerging trends.



Foresight-Driven Strategy

Portfolio Management

Strategic Windtunneling

Build for tomorrow

## New Business

Discover and validate investable opportunities, develop in-house or with partners, and scale ventures that unlock new revenue streams and future-proof your business.



Opportunity Identification

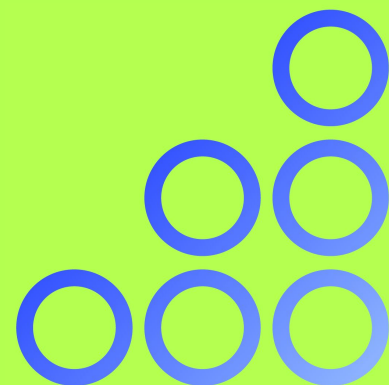
Ideation & Market Validation

Venture Building & Acceleration

Enable your growth

## Dynamic Organization

Build agile, forward-thinking teams and organizational capabilities to drive continuous foresight, systematic venturing and long-term transformation.



Capability Building

Corporate Upskilling

Venture Studio



# BUILD FOR TOMORROW



## New Business

We partner with organizations to uncover, validate, and scale innovative business opportunities that align with emerging market demands. Combining foresight-driven insights with hands-on innovation expertise, we help turn ideas into solutions on the market, be it as new products, ventures or in partnerships. By co-creating scalable and impactful solutions, we ensure each initiative contributes to long-term growth, future-proofing organizations against ever-changing market dynamics.

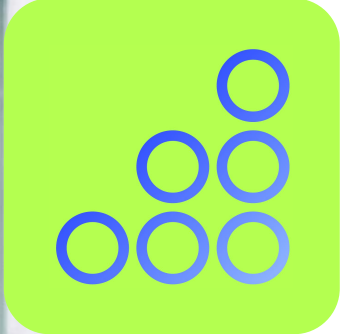
### Our New Business services include

- \_ **Opportunity Identification:** Uncover high-potential business opportunities aligned with emerging trends
- \_ **Ideation & Market Validation:** Develop and validate concepts to ensure market fit and relevance
- \_ **Venture Building & Acceleration:** Transform validated ideas into scalable ventures leveraging growth strategies

### Value delivered

- \_ Future-proofed solutions aligned with market trends
- \_ Fit-for-purpose go-to-market approach
- \_ Minimized risk with faster time-to-market
- \_ New revenue streams unlocking long-term growth

# ENABLE YOUR GROWTH



## Dynamic Organization

We help organizations evolve by building agile, forward-thinking teams and structures that support continuous innovation and long-term transformation. From establishing in-house innovation units with robust processes and governance to targeted training and upskilling, we ensure your organization is equipped to adapt and thrive in dynamic environments. Our holistic approach aligns organizational capabilities with strategic priorities, fostering a culture of sustainable growth and resilience.

### Our New Business services include

- \_ **Capability Building:** Hone or establish internal innovation or foresights units, incl. governance and processes
- \_ **Corporate Upskilling:** Provide targeted training and education programs to future-proof your workforce
- \_ **Venture Studio:** Build innovation ecosystems to systematically explore, validate, and scale new ventures

### Value delivered

- \_ Future-ready teams capable of driving innovation and foresight to navigate complexity
- \_ Enhanced organizational resilience to thrive amid uncertainty and change
- \_ Scalable systems and processes for continuous growth and transformation

# DRIVEN BY HUMANS, POWERED BY AI

We leverage the power of AI to

- \_ speed up process steps
- \_ analyse vast amounts of insights and data
- \_ create immersive and engaging deliverables.

Having reviewed and tested multiple tools and approaches, we know where AI has the biggest impact, and where human collaboration is key.

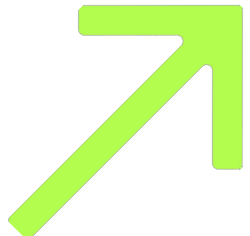
That's why our **future-centric business building approach** is always **driven by humans, but powered by AI** – for optimal results in our client projects and internal work.



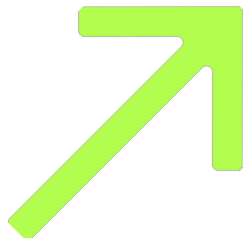


# WHAT MAKES US DIFFERENT?

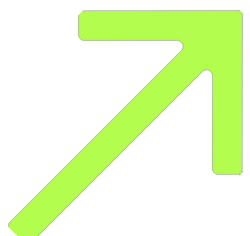
50+ global organisations have trusted our team members to help them create new revenue streams. Why?



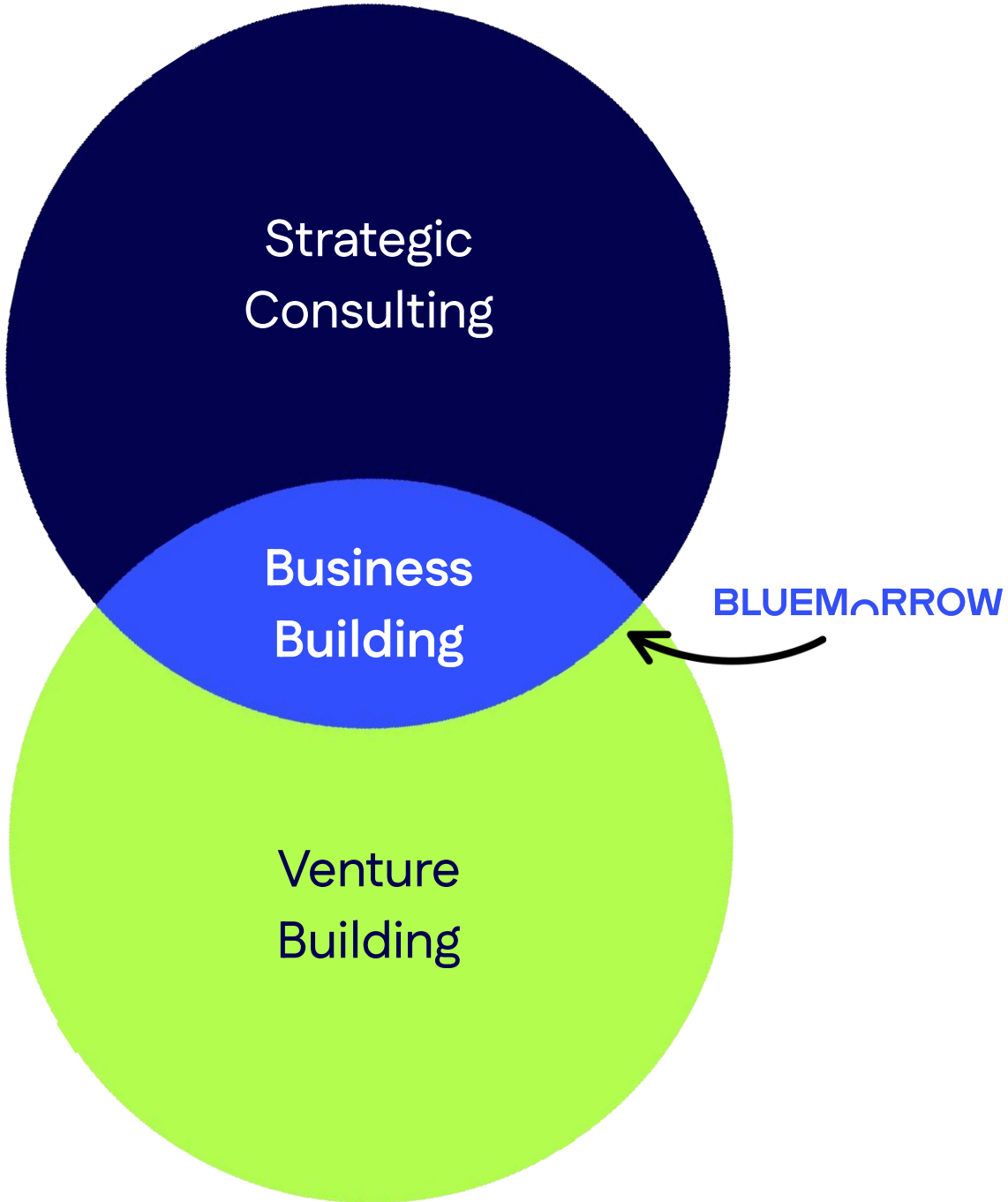
We integrate the entire strategy and innovation process—from foresight to implementation—into **one seamless journey**. Our approach makes foresight practical, actionable, and results-driven, while venture building becomes strategic and future-focused.



We are **serial entrepreneurs** at heart. Our partners have built and successfully exited their own businesses, serve on venture advisory boards, and coach startups from incubation to scale. We understand the entrepreneurial game—because we’ve played it ourselves.



We **understand corporate realities**. From navigating complex stakeholder landscapes to managing quarterly budget reviews and board meetings, we know how to champion bold ideas and make them happen within large organizations.



# WHAT OTHERS SAY ABOUT US



“The team openly shared their expertise and taught me new methods of strategic foresight. Thanks to them I improved my own skills. The cooperation was always very supportive, the team has high expertise, great project management skills and is fun to work with. Furthermore, they are very engaged with the topics of the clients.”

**OLIVIA ELGER**

Foresight Manager  
Swiss Post



“The Bluemorrow experts have been highly beneficial for building the foresight and innovation capabilities of our clients. Their profound knowledge combined with a practical approach, oriented towards actionability helped get the most out of our innovation management OS. I can confidently recommend Bluemorrow to partners seeking to futureproof.”

**MICHAEL DURST**

Founder  
ITONICS



“The Bluemorrow team has been an invaluable sparring partner for our innovation strategy, providing consistent support over the years. Their expertise in user research and testing has significantly amplified the quality of our own and our start-up’s projects. With an understanding of the corporate world and a hands-on approach, they acted as a true extension of our team.”

**ALICE REPETTI**

Senior Manager Group Strategy & Digital Transformation  
Baloise Groupe

# Who we are

# WE BELIEVE INNOVATION IS A TEAM SPORT, SO HERE NO ONE VENTURES ALONE.

Our team of 40+ experts across 3 locations combines diverse talents — innovators, strategists, designers, and entrepreneurs — to drive forward-thinking companies towards their future. United in purpose, we harness our collective acumen and varied perspectives to achieve exceptional results.

### Skills we bring to our projects

- Strategic Thinking
- Foresight & Trend Analysis
- Innovation Management
- Business Model Design
- Market Research
- Entrepreneurial Thinking
- Change Management
- Leadership
- Tech Scouting
- Risk Management
- MarCom
- Growth Hacking
- Product Design
- Biz Dev
- and more ...

### Partners we have worked with



BLUEMORROW

WE SHOULD TALK

[hello@bluemorrow.com](mailto:hello@bluemorrow.com)