

DUCKWORTH

“Reverence for the Past, Innovation for the Future”

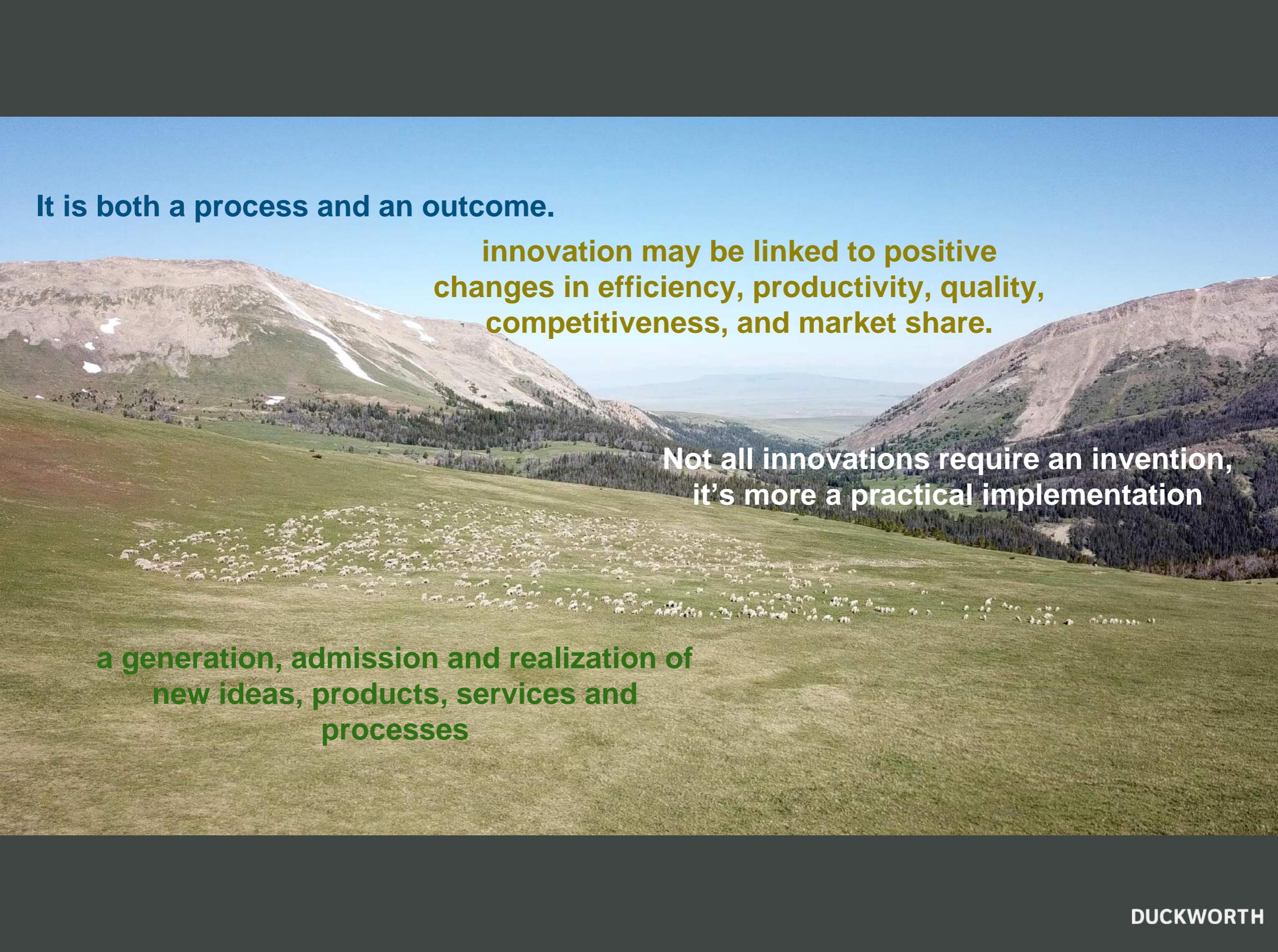


Innovation

From Wikipedia, the free encyclopedia

Innovation in its modern meaning is "a new idea, creative thoughts, new imaginations in form of device or method".^[1] Innovation is often also viewed as the application of better [solutions](#) that meet new requirements, unarticulated needs, or existing [market](#) needs.^[2] Such innovation takes place through the provision of more-effective [products](#), [processes](#), [services](#), [technologies](#), or [business models](#) that are made available to [markets](#), [governments](#) and [society](#). An innovation is something original and more effective and, as a consequence, new, that "breaks into" the market or society.^[3] Innovation is related to, but not the same as, [invention](#),^[4] as innovation is more apt to involve the practical implementation of an invention (ie new / improved ability) to make a meaningful impact in the market or society,^[5] and not all innovations require an invention. Innovation often^[quantify] manifests itself via the [engineering](#) process, when the problem being solved is of a technical or scientific nature. The opposite of innovation is [exnovation](#). While a novel device is often described^[by whom?] as an innovation, in economics, [management science](#), and other fields of practice and analysis, innovation is generally considered to be the result of a process that brings together various novel ideas in such a way that they affect society. In [industrial economics](#), innovations are created and found^[by whom?] empirically from services to meet growing [consumer demand](#).^{[6][7][8]}

Innovation also has an older historical meaning which is quite different. From the 1400s through the 1600s, prior to early American settlement, the concept of "innovation" was pejorative. It was an early modern synonym for rebellion, revolt and heresy.^{[9][10][11][12]}



It is both a process and an outcome.

innovation may be linked to positive changes in efficiency, productivity, quality, competitiveness, and market share.

Not all innovations require an invention, it's more a practical implementation

a generation, admission and realization of new ideas, products, services and processes

WHY WOOL?

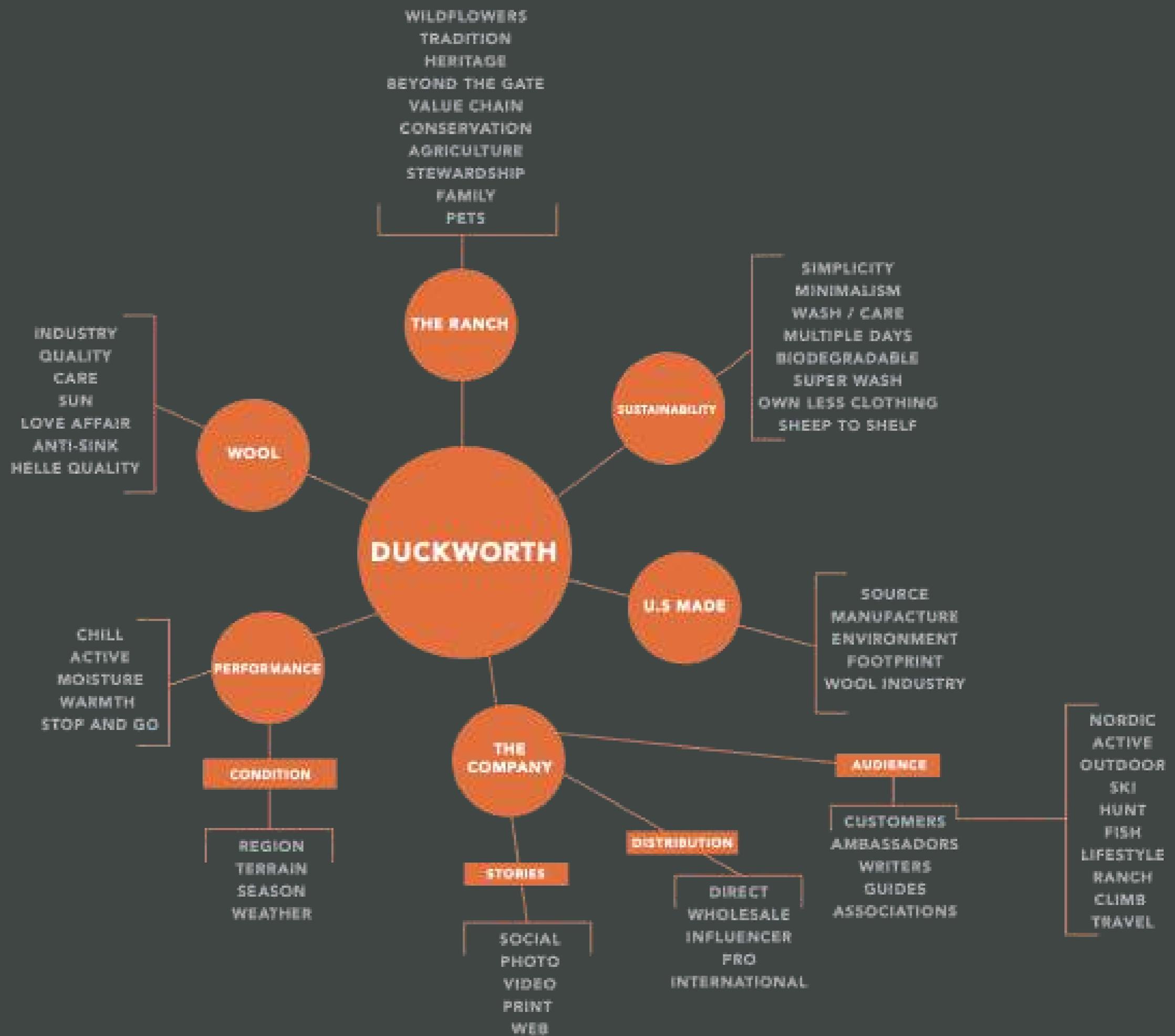
- Warm when Cold
- Cool when Warm
- Hydrophilic and Hydrophobic
- Coated with Lanolin and Keratin
- Highly Fire Resistant
- Won't Conduct Electricity
- Durable
- Natural UV Protection
- 100% Organic
- Renewable
- Water Absorption

WHERE YOUR WOOL COMES FROM MATTERS



BUSINESS PHILOSOPHY





WHERE ARE DUCKWORTH STORIES SHARED?

WHOLESALE



D2C



AMAZON



AMBASSADORS



DUCKWORTH

OVERCOMING OBSTACLES



MAKING PROGRESS



HOW MARKETING AND OPERATIONS CO-EXIST

- + Collaboration
- + Transparency
- + \$\$\$



PLANNING FOR GROWTH



THANK YOU

