**System model & Function analysis**
- Goal setting & constraint analysis
  - Defining goals
  - Time restrictions
  - Technical restrictions
  - Business restrictions
  - Restrictions on super- and subsystem level

**Trend analysis**
Assessment of 35 trends of evolution for selected areas on subsystem level

**Trendstorming®**
Generating ideas guided by trends of evolution

**Evaluation & Concepts**
- Trendstorming
- Idea evaluation
- Strategy finding
- Product development

**Decisions & Start of Development**
- Analysis of effective, missing, insufficient, excessive, harmful functions
- Idea evaluation of risk and attractiveness
- Concept finding
- Generating ideas guided by trends of evolution
- Making single ideas to promising product concepts
- Doing the development work

- Solution space
- Trendmarks
- Portfolio of ideas
- Development strategies
- Function model
- Evolutionary potential
- Ideas
- Product concepts
- Successful products