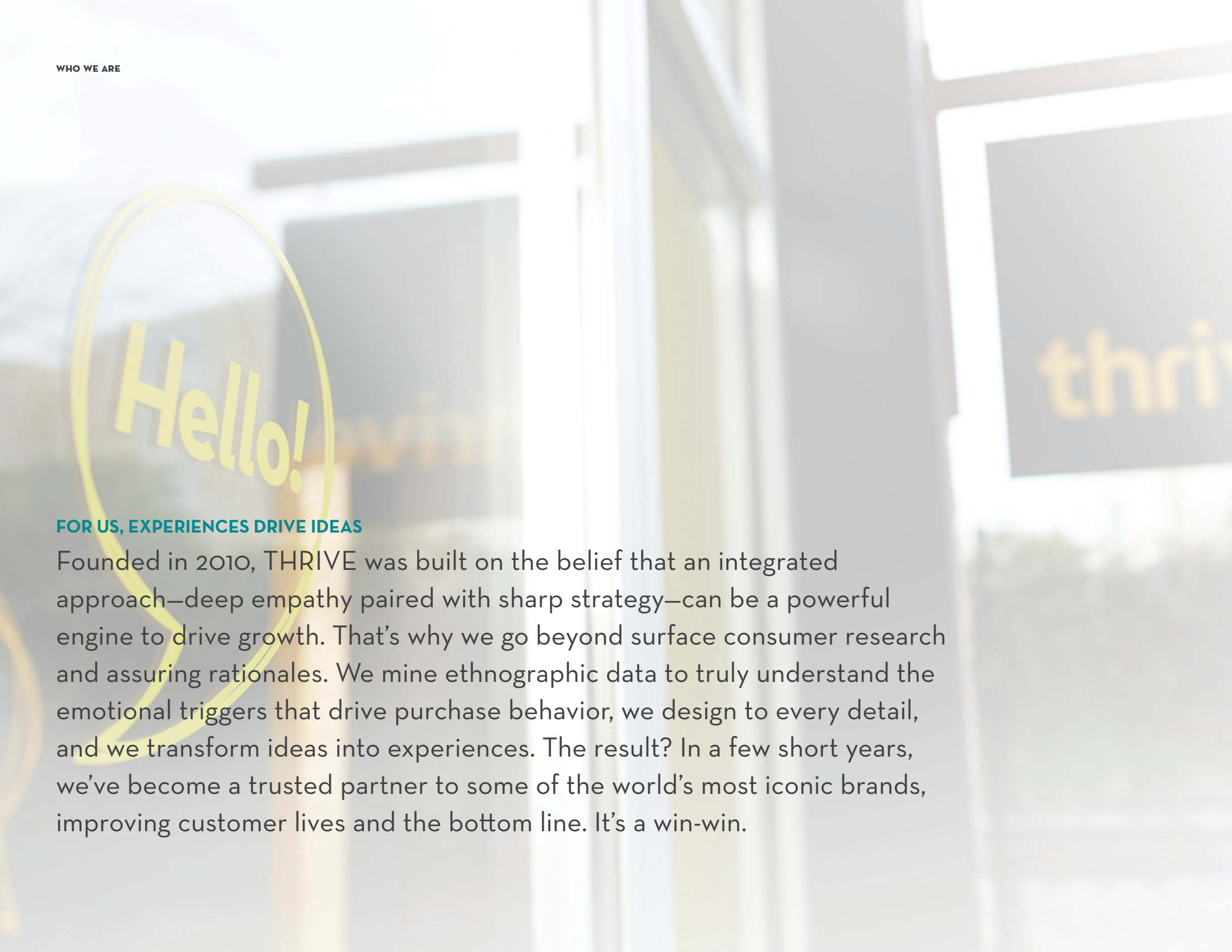
meet THRIVE.



FOR US, EXPERIENCES DRIVE IDEAS

Founded in 2010, THRIVE was built on the belief that an integrated approach—deep empathy paired with sharp strategy—can be a powerful engine to drive growth. That's why we go beyond surface consumer research and assuring rationales. We mine ethnographic data to truly understand the emotional triggers that drive purchase behavior, we design to every detail, and we transform ideas into experiences. The result? In a few short years, we've become a trusted partner to some of the world's most iconic brands, improving customer lives and the bottom line. It's a win-win.

thrive

EIGHT WAYS WE CAN HELP YOU DESIGN GROWTH

Shift Perspective
We help you see customers with fresh eyes so you can find disruptive insights that let you tap into game-changing opportunities.

Activate Insight
We distill insights into simple, actionable frameworks that are powerful and easy to understand so you can make smart decisions.

Seize New Opportunity
We find new ways for you to compete and new markets to scale, then prioritize ideas with the greatest potential.

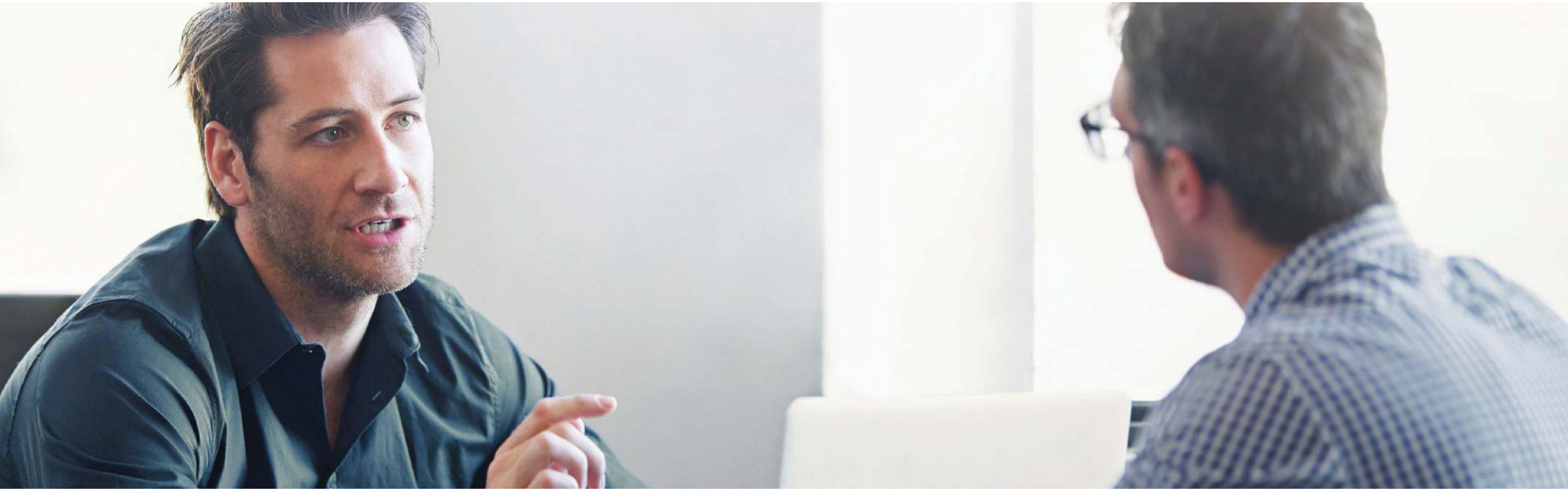
Shape the Future
We develop actionable plans that generate growth through innovation so you can set a vision and step into your future.

Accelerate Time to Market
Our processes enable you to operate agilely, seize opportunity and get products to market quickly and effectively.

Create Serious Brand Love
Our human-centered, holistic approach to brands delivers big on emotion to keep consumers coming back.

Conquer Complexity
We can help you tame complexity, achieve clarity and make products and services that are easy to understand and a joy to use.

Empower Change
We help businesses shift their mindsets, foster new partnerships and create momentum for innovation and growth.



WE HAVE TWO CORE BELIEFS

We help our clients embrace possibility and open the door to opportunity by bringing together the analytical rigor of a management consultant with the creativity and entrepreneurial spirit of a design firm.

NO. 1

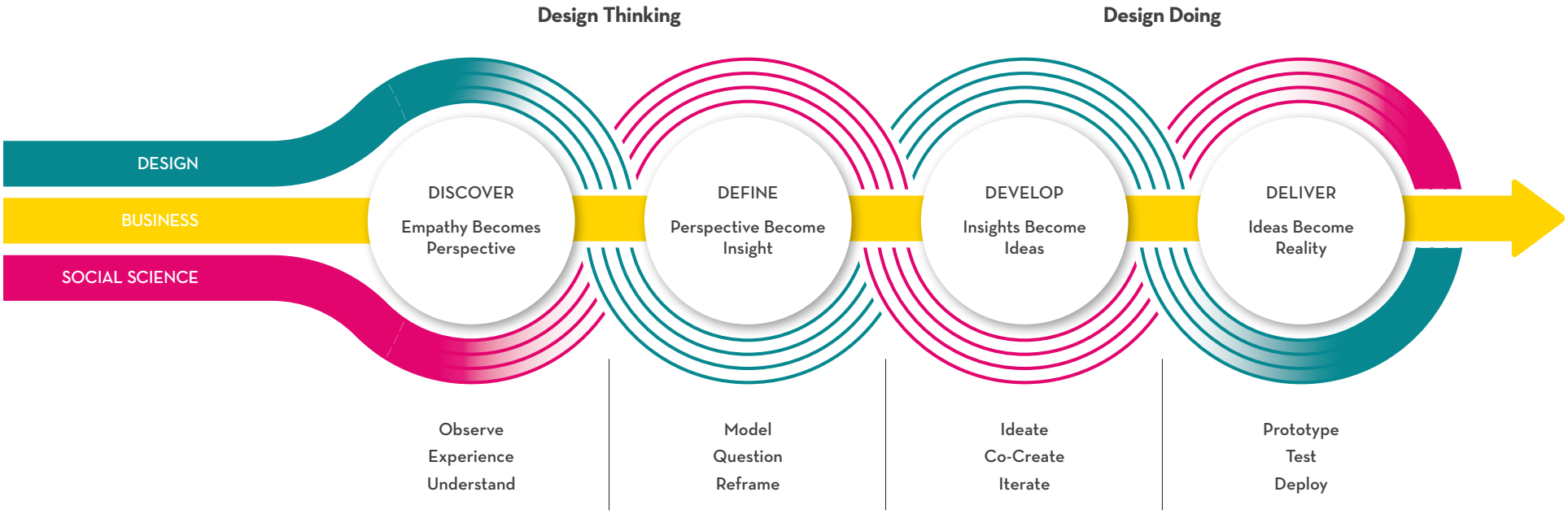
Design serves people.

We believe good design improves people's lives through the delivery of experiences that are meaningful, delightful and enriching. We focus on creating new value through valuing people.

NO. 2

Design also serves business.

We believe creativity is the most powerful force in business and design is the strategic business tool that gives creativity direction and value. We focus on delivering impact through informed design, so you can deliver on your purpose and strategy.



EVERY JOB IS DIFFERENT, BUT OUR WAY OF THINKING STAYS THE SAME

Listen
Spoken language. Body language. Behaviors. Repertoires. We pay close attention to what's right and relevant.

Empathize
We always put the user experience at the center of our strategy so our work can create real benefits for real people.

Anticipate
We think not only about what users say they want, but also how we can anticipate their needs and make life better.

Collaborate
Great ideas can come from anywhere, so all Thrivers and our client partners work together as one team.



WHAT OUR CLIENTS SAY ABOUT THRIVE

"We wanted to appeal to Millennials. That's why we hired THRIVE. One of the things I love about working with them is that they are highly creative and intuitive yet still leverage quantifiable data and analytics. This combination was refreshing to experience and made it easier for me to sell concepts to our internal stakeholders. The THRIVE team is bright, curious and use a proprietary process that is very impactful. I am always recommending them to other brand managers."

– JENNELLE ANDERSON
Brand Manager, Global Home Cleaning
SC Johnson, Inc.

"THRIVE is the ultimate consulting firm. They are humble and patient, listen well and ask thoughtful questions. Although their entire team is highly creative, they can still fit in to a conservative corporate environment. When we worked with them on a medical product to treat a severe adult-onset disease, they created a compelling user experience that promoted brand loyalty. Because their end deliverables were so simple and clear, all our executives immediately understood it."

– DAVID MCNAMARA
Design Manager Advanced Research & Technology, Halyard Health

"When we decided to re-imagine McDonald's beverage bar experience, we had many different opinions from our operators, vendors, franchisees, marketers, and our global and US team. THRIVE did an amazing job collecting all the data related to the customer journey and design, and putting it into one easy-to-understand framework that we could analyze and then make decisions. Because of their objective, fresh and often unorthodox thinking, we always focused on what was best for our customer."

– DAVID E VILKAMA
Director of Global Retail Design & New Concepts
McDonald's Corporation

"Mars Drinks, a segment from Mars Inc., found in THRIVE an excellent partner for product development. Working together the Mars Drinks and THRIVE teams designed in a record time our new Creation 500 professional hot drinks brewer, which has been enthusiastically received by our customers in the US and abroad."

– JULIO C MOREIRA
Global Vice President R&D & Product Development, Mars Drinks

"THRIVE opened our eyes to the physician and patient journey. They helped us understand how ophthalmologists do their work and the process patients go through. That allowed us to successfully introduce a new procedure to inject drugs into the eye. The THRIVE team are outgoing, fun and great communicators. Throughout the project, they were accessible, open to ideas and suggestions, and worked seamlessly with my team. I couldn't have asked for a better group of consultants."

– RAFAEL V. ANDINO
Vice President of Engineering & Manufacturing
Clearside Biomedical, Inc.

GREAT WORK DEPENDS ON GREAT CLIENTS

P&G

Coca-Cola

AT&T

MARS

MOEN

Newell Rubbermaid
Brands That Matter

PHILIPS

Kimberly-Clark

WOLF
GOURMET

GM
GENERAL MOTORS

The Home Depot

SANOFI

Medtronic

Bristol-Myers Squibb

MASCO

CISCO

Honeywell

BlueCross
BlueShield

Chick-fil-A

thrive

WHAT WE DO STARTS WITH YOU



RESEARCH

Spoken language. Body language. Behaviors. Repertoires. We pay close attention to what's right and relevant, obtaining the consumer insights that your competitors are overlooking.

– Human & Cultural Insight
– Insight Activation
– Global Ethnography
– Insight Mining



GROWTH STRATEGY

With ahead-of-the-curve insights, we afford you the opportunity to better envision your company's future, create long-term roadmaps for growth and design customer experiences that produce great business results.

– Visioning & Strategic Futures
– New Growth Opportunities
– Innovation Pipeline Development
– Customer Experience



INDUSTRIAL DESIGN

We innovate from the inside out, guiding your product through ideation workshops and concept testing, then material selection, rapid prototyping and even Class A surface modeling.

– Visual Brand Language
– Ideation & Rapid Concepting
– Product Development
– Color, Material & Finish



UI / UX

Ready to imagine your product in the lives of your users? Not only will we bring the user experience to life, we'll also refine and improve it via user flows, experience audits and task analyses.

– User Interface Design
– User Experience Design
– Usability & UX Testing



ENGINEERING

Your final product should be engineered to perfection. We analyze material integrity, provide prototypes and even guide you through safety and regulatory processes so you can ship with confidence.

– Conceptual Engineering
– Design for Manufacture
– Proof of Concept
– Design Validation & Testing



BRAND COMMUNICATIONS

Product is only half the story. Brand resonance is the other. We help your product speak to the heart of your users by unifying everything from brand positioning and logo design to packaging and naming.

– Brand Strategy
– Identity Design
– Packaging Design



CAPABILITY BUILDING

We help organizations embed innovation skills and behaviors in their people and approach through research, intense collaboration, tactical and strategic planning and more.

– Customer Co-Creation Immersion Workshops
– Iterative Prototyping Workshops
– Innovation In 90 Days Workshops

PEOPLE MAKE ALL THE DIFFERENCE

JONATHAN DALTON
Chief Executive Officer & Co-Founder



As the CEO and Co-founder of THRIVE, Jonathan Dalton helps clients achieve business objectives and redefine markets through user-centered products and strategic brand design. He's expert at helping organizations see what people will want in the future and transforming to meet those needs. Jon speaks regularly around the globe on people-centered consumer research and innovation, and he brings a rare balance of design sensibility and strategic thinking to development programs—deciphering user needs and desires and connecting brand with product strategy.

Jon's career has spanned a number of continents and design disciplines. He worked for the Electrolux Group in Europe before joining internationally renowned ZIBA Design in the U.S., where he led strategy, research and product development programs. Before forming THRIVE, Jon was the Regional Director for Philips Design's Consulting Practice in North America. In that role, Jon honed his innovation skills, leading engagements across multiple industries for clients such as KitchenAid, GM, Motorola, Logitech, SC Johnson, 3COM, DeWalt, Coca-Cola, Intel and more. Jon graduated with 1st Class honors in Design for Industry from the University of Northumbria in England.

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TRENT KAHUTE
Chief Creative Officer & Co-Founder



Co-founder and partner at THRIVE, Trent Kahute has a long history in product and service design and an entrepreneurial spirit. He's expert at helping organizations create actionable insights from large sets of behavioral data to fully understand the user experience. For more than 12 years, Trent has dedicated himself to innovating in the design industry, and he challenges his team to think unconventionally every day. He's hands-on with clients, and works hard to help them transform customer insights into high-value product and service experiences. Among other things, Trent's specialty is aligning innovation and business strategies to balance short-term business needs with long-term strategic objectives.

Even before THRIVE, innovation was at the heart of Trent's personal mission. As an innovation consultant within the Strategic Futures Group at Philips, and as a designer/researcher at Radius, Altitude and Eleven in the Boston area, Trent led customer insight, innovation strategy and design implementation efforts for some of the world's best-known brands. These include: Procter & Gamble, McDonald's, Coca-Cola, Philips Healthcare, Medtronic and more. Trent has a Master's degree in Design Planning from the Institute of Design, IIT and a Bachelors of Industrial Design from Syracuse University.

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SIMON COLE
Director of New Business



Simon Cole is a staple of the Atlanta agency scene. With over 17 years experience in new business development for national agencies, Simon's experience transcends the physical and digital.

Prior to THRIVE, Simon worked at Atlanta digital agency THINK, where he led the new business department for 6 years. He's landed many notable accounts over the years including Kimberly-Clark, Newell Rubbermaid, GE, CNN, Arby's and LVMH. Simon can regularly be found speaking and attending industry conferences, as well as volunteering as a GA Soccer Youth coach, Chairman of the Snellville Parks and Recreation board and Subaru brand ambassador.

Simon was born in the United Kingdom—where he lived until his early 20s and is a diehard West Ham United fan. He lived in Australia and Indonesia for a year before immigrating to the U.S. in 1997. When he's not working, Simon plays soccer, runs, climbs, camps and hangs out with his wife and two children.

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GREAT WORK WINS

Praise for our work makes us happy—but it's the way our work impacts people's lives and business that really tells us how well we've done.

product design award

INTERNATIONAL DESIGN EXCELLENCE AWARDS

appliance DESIGN EID EXCELLENCE IN DESIGN

reddot design award

Inc. 5000

GOOD DESIGN

MEDICAL DESIGN EXCELLENCE AWARDS



thank you.

thrive

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WE DESIGN GROWTH