

The Process for Discovery

Depends on the Starting Place

At Highline Beta, we've categorized **four starting points** for kicking off a growth innovation project, each of which needs to focus on different things, while eventually converging on the same type of work, and outputs.

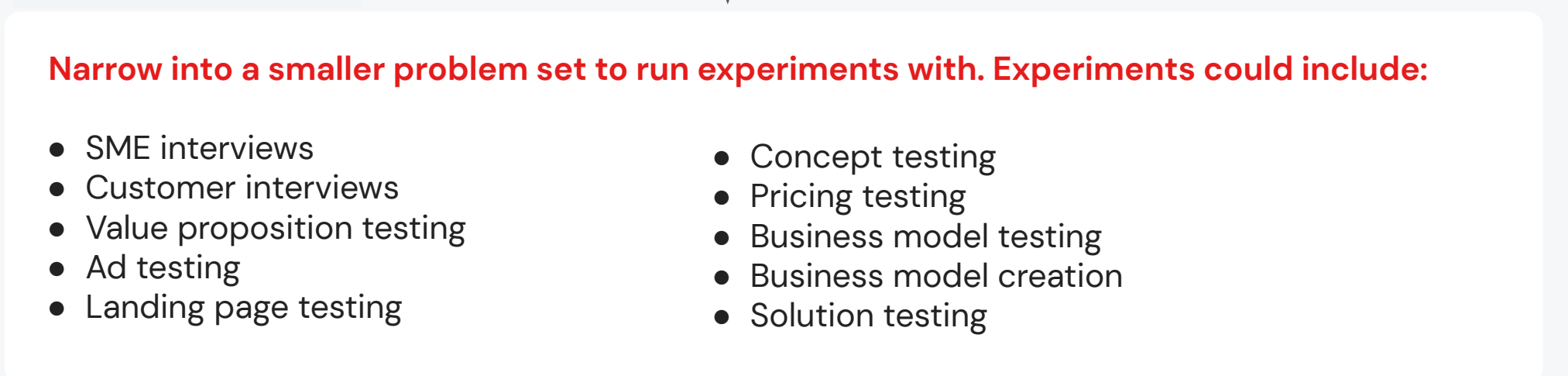
Your Business Goal



Engagement Start



Next Steps



What You Get



Collaboration drives growth. Conversations drive solutions.

We always enjoy conversations about growth challenges, and supporting you with your innovation projects. To learn more about our innovation services connect with our Managing Director, Paige Halam-Andres at paige.halam-andres@highlinebeta.com.