

Eureka!® Winning Ways

Idea Engineering

A disciplined system for thinking smarter and more creatively about old and new ideas for top-line growth

Success Screening

Merwyn Research - a scientific way to separate big ideas from costly losers—before you’ve wasted significant time and money

Action Plan Coaching

Trailblazer - a structured process for developing a “continuous flow” portfolio of growth initiatives

We Guarantee that two or more of these ideas will exceed the average score for **Merwyn Research** or we will personally help you recreate and retest your ideas until at least two ideas score above average, at no additional cost.

Click to watch a 5-minute video of client testimonials

INCREASE SALES DRAMATICALLY



Business growth simplified

ITAC and Eureka! Ranch teamed up to bring you a unique and disciplined process that works to increase sales. Developed by Doug Hall, entrepreneur, engineer and idea guru to America’s top corporations, **Eureka!® Winning Ways**, has been honed, tested and proven successful by clients such as Nike, Disney, Procter & Gamble, as well as small and mid-size firms like yours.

Proven
Systematic
Repeatable
Guaranteed

“With this process, we’ve figured out how to change our world and our industry. If this goes the way we want it to go, we have tripled the size of our business.”

*Gary Marmer
Vice President Marketing
Questech--Rutland, Vermont*

A data-driven method to:

- Create new products or services
- Capture new markets
- Increase profits
- Improve sales & marketing effectiveness
- Develop ideas faster and more productively
- Dramatically improve competitiveness

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ITAC: committed to growing NYC businesses