



gravitytank

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**NEW BUSINESS INQUIRIES**

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gravitytank is an innovation consultancy. We help clients grow their businesses, define breakthrough products and services, enter new markets and strengthen positions among competitors.

Clients come to us to do things like clarify customers' needs, reinvigorate a brand, or disrupt an industry.

We ask productive questions and pursue meaningful answers—uncovering what people truly need and want. We have a bias for action—making ideas tangible to learn from them. And, we build the conviction necessary to sustain new thinking.

**ORIGIN**

gravitytank was founded on the belief that integrating the disciplines of research, design and strategy can deliver game-changing results for clients.

**PEOPLE**

gravitytank is made up of 70+ entrepreneurial consultants who bring diverse, accomplished backgrounds to the service our our clients' needs. Over a third of our consultants teach at leading universities at the undergraduate and graduate levels.

**TRUST**

Over 90 percent of our clients collaborate with us on a repeat basis.

**LOCATION**

Our office, located in Chicago's River North neighborhood, is made up of unique, productive spaces for innovative thinking and collaboration.

**WHAT OUR CLIENTS SAY**

"We worked together instead of you guys going off and working on the project. The team stuck to the timeline and they were flexible with all our requests or changes. The team was able to articulate visually and verbally what we were talking about."

—Development Engineer, CPG, Home Storage

"It's the thinking. It's not just about the idea, it's about how the idea fits into the business plan. You guys do a very good job of that."

—Research Scientist, CPG, Baby care

"I think the cross-functional teams and their ability to make things actionable brought us to a new level. With other firms you get a report but then you're left to interpret. I appreciated the combination of business knowledge and research with a strategic point of view."

—Senior Researcher, Retail

"You took the time to learn about us as an organization, who we are as individuals and what our day jobs are like. And that goes a long way because you understand us. That is huge to me."

—Vice President, Nonprofit