



Innovaro Announces the Release of LaunchPad Design

Tampa, FL -- February 1, 2012 -- Innovaro, Inc. (NYSE Amex: INV), The Innovation Solutions Company, today announced that LaunchPad Design has entered into alpha testing. Design empowers companies to transform innovative ideas into profitable business models – ahead of investment. These models are then used to test, evaluate, and tune raw concepts to create proven, profitable go-to-market approaches. Thanks to Design, companies only invest in proven ideas, dramatically accelerating results while increasing their Return on Innovation.

LaunchPad Design guides companies as they drive their new ideas through a rigorous vetting process. This process leverages the Innovaro Methodology (LEIPs) – proven in over 800 client engagements. Thanks to LaunchPad Design, companies will be empowered to easily sift through diverse ideas, focusing resources and investments on only the most profitable candidates.

“Companies need innovation to thrive in today’s market”, said Asa Lanum, Innovaro’s CEO. “Yet all too often innovation doesn’t return the results companies expect. That’s usually because the ideas were not proven through a business modeling process. We created LaunchPad Design to guide businesses through our LEIPs business model methodology. Companies only invest where they have the best opportunities for profit, saving significant dollars. Better yet, these investments fuel significant Return on Innovation dollars.”

LaunchPad accelerates time-to-innovation and time-to-bottom line results for a wide range of business sizes and types. It is the first software of its kind – delivering a comprehensive innovation process, from idea management through business modeling to accelerated market entry for bottom line results. Design is the second module of the LaunchPad software platform. It works with the first module, Imagine, to power innovative ideas that drive profitable results.

Innovation remains one of the top three priorities for over two thirds of businesses today. LaunchPad shares the power of a proven innovation methodology (LEIPs) with a wider range of businesses – for the first time empowering all organizations, large and small, to innovate more effectively .

About Innovaro, Inc.

Innovaro is The Innovation Solutions Company. The focus of our business is to help clients innovate and grow. Innovaro offers a comprehensive set of services and software to assure the success of any innovation project, regardless of the size or intent. The Company’s unique combination of consulting services provides innovation expertise, its new LaunchPad software product provides an integrated innovation environment, and Intelligence and Insights services provide businesses the innovation support to drive success. For more information about Innovaro, please visit its website at www.innovaro.com.

Forward-Looking Statements

Certain matters discussed in this press release are “forward-looking statements.” These forward-looking statements can generally be identified as such because the context of the statement will include words such as “expects,” “should,” “believes,” “anticipates” or words of similar import. Certain factors could cause actual results to differ materially from those projected in these forward-looking statements and these factors are identified from time to time in our filings with the Securities and Exchange Commission. We undertake no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. This press release is available on Innovaro’s website www.innovaro.com.

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