

OUTPUT STRATEGIC MARKETING & CONCEPT DESIGN

LE DOMANDE CHIAVE A CUI RISPONDERE

Problem & Solution

- ☐ What is the customer pain? Is there currently a **problem/unmet market need**?
 - ✓ Describe what kind of customer research you have carried out to reach and motivate your considerations
- ☐ Who are the **targeted users and/or customers** and why will they want to buy your product/service (unique selling point)?
 - ✓ Describe how did you segment your market and motivate your choices
- ☐ Tell a short story about how your innovation is unique in alleviating this pain or fulfilling customers' needs.

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Value Proposition

- ❑ Describe your Value Proposition
 - ✓ Define and assess the concrete benefits a customer gets from using your products or services.

Market Opportunity & Risks

- ❑ **What is the market** in terms of size (e.g. volume, value, geographical scope) and growth?
 - ✓ Describe relevant market data and sources
- ❑ What is the **market creating potential**?
 - ✓ Give a prediction of the size of the target market and the share you intend to capture and motivate it.
 - ✓ Explain how your product will transform the market.
- ❑ List the **main risks** related to your innovation and how you deal with them.

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Competition

- ❑ Who are your main direct and indirect **competitors**? (Competitors, substitutes and alternatives). What is the **market's state-of-the-art**?
 - ✓ Elaborate a competitors benchmarking overview and motivate how would your innovation compare with available solutions, practices or products
- ❑ Show how you will overtake the competition.

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Business Model & Commercialization

- ❑ What will be your **business model**? How do you plan to commercialize? How do you intend to scale-up and reach European and/or global markets?
- ❑ What are your measures to ensure **commercial exploitation** ('freedom to operate')?
 - ✓ Identify legal framework, standards, IPR
- ❑ How does this **innovation fit** with your company's overall business strategy? (Value Chain, distribution channels, brand image)

CONTACT DETAILS

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