

## SAMPLE INNOVATION MARKET RESEARCH REPORT

### Professional

51

Answers from professionals

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★ 53% wishing to follow your innovation

### Origin of responses

- 2/3 of responses come from Europe / 20% from the USA / Little reaction from Asia
- Aerospace engineers are the most represented profile. The project has received more reactions from aerospace actors than from potential users.
- It should also be noted that 26 professionals from large automobile manufacturers wish to be kept up to date on the project's progress, which is lower than the campaigns average of 73%.



 **Kevin Thiry**  
 👤 Marketing Manager  
 🏢 Tesla Motors  
[Show answer](#)  
 kevin.thiry@example.com

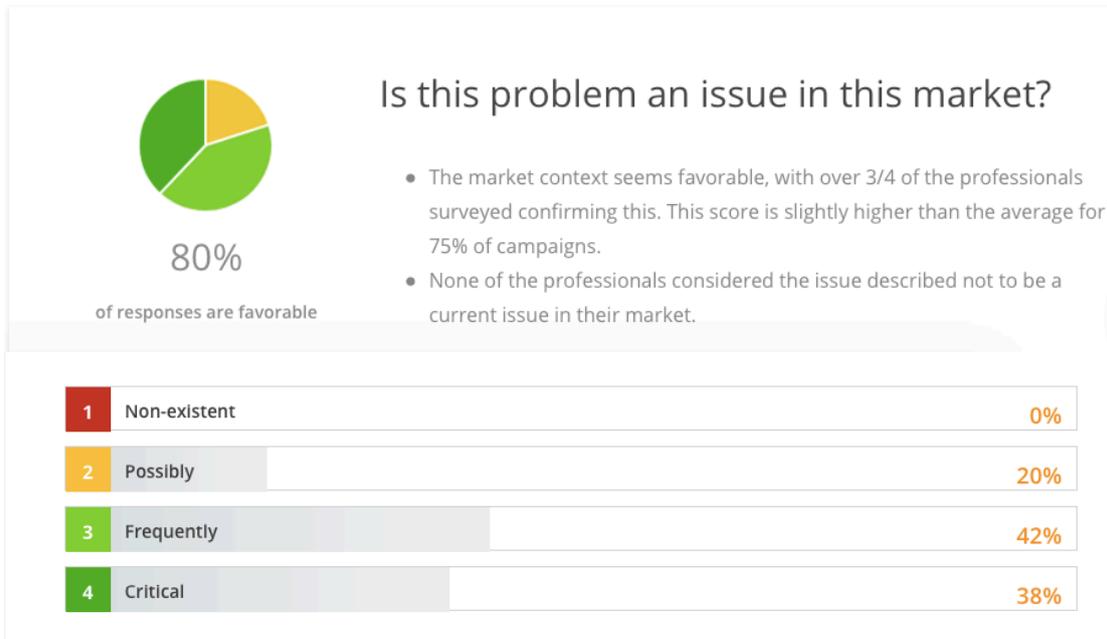
 **Andrew Kovarik** ★  
 👤 CTO  
 🏢 Nuplex  
[Show answer](#)  
 akovarik@example.com

 **Scott Piper**  
 👤 Purchasing Manager  
 🏢 Heat and power Services Ltd  
[Show answer](#)  
 spiper@example.com

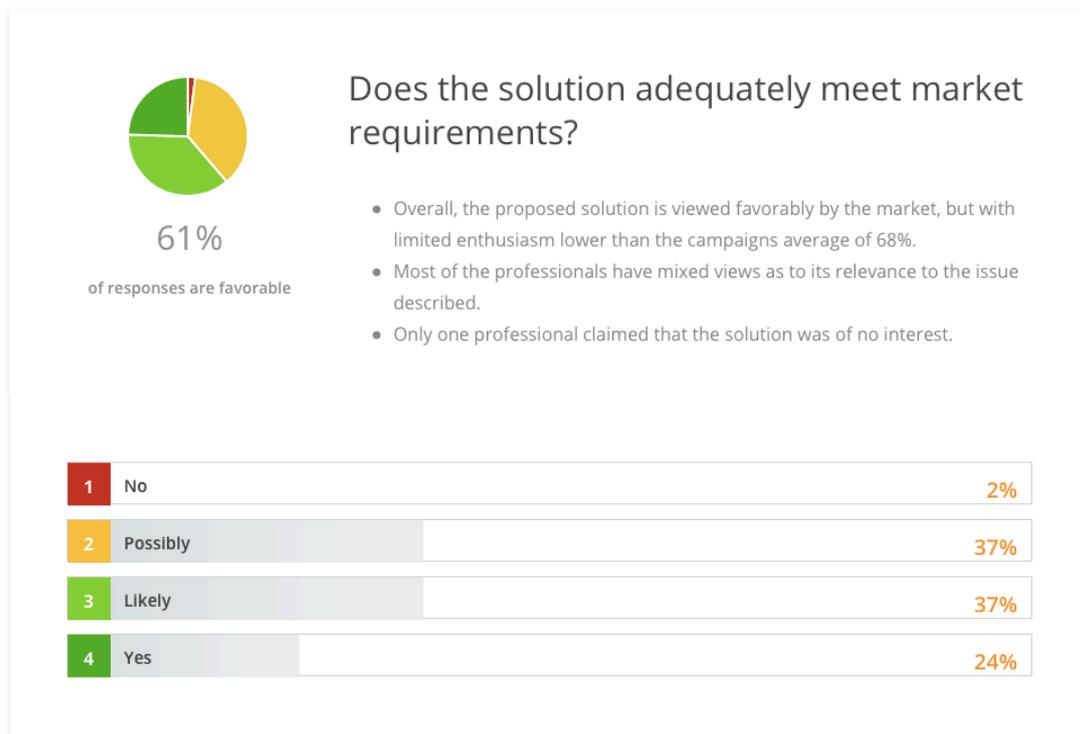
 **Bill Smith**  
 👤 Aerodynamicist  
 🏢 THALES  
[Show answer](#)  
 smith.b@example.com

## SAMPLE INNOVATION MARKET RESEARCH REPORT

### Market Need



### Relevance of the solution



## SAMPLE INNOVATION MARKET RESEARCH REPORT

### Differentiation

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35%

of responses are favorable

#### Is the solution more relevant than existing solutions?

- The proposed solution faces strong challenges from existing competition. Most of the professionals considered that it would bring few new benefits to the market.
- 12 professionals considered the solution was of no interest in compared to existing solutions.
- The distinctiveness of the solution is thus much lower than the average for 76% of campaigns.



### Expressions of interest

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36

Expressions of Interest

53%

from professionals

#### What do you imagine your company can do with this innovation?

- A little over half of the professionals surveyed positioned themselves as potential actors in the project, lower than the campaigns average of 66%.
- The interest of the CTO of Techno Tek Corp., a leading actor in this market, should also be noted.

## SAMPLE INNOVATION MARKET RESEARCH REPORT



### They want to be a customer

Alstom Power	Bouygues Construction
Bionika Pharmaceuticals	Globecomm Systems Inc.
BMW	Johnson Matthey
Boeing Research & Technology Europe S.L.U.	United Nations World Food Programme

### They wish to participate in the development

Air France	Fiat Chrysler Automobiles
AirLab Ltd	Nuplex
AKTOR SA	RIPL
Akzonobel	Roche Diagnostics International
BASF	TechnoServe
BCLC	Total Control Technologies Sweden AB
Bouygues Construction	United Nations World Food Programme
DSM	WSP
Electrolux	

### They want to distribute the solution

Air France	Husbay Minerals Inc.
AirLab Ltd	OPL Group
Akzonobel	RIPL
Alberta Health Services	United Nations World Food Programme
Bouygues Construction	
Fiat Chrysler Automobiles	

## SAMPLE INNOVATION MARKET RESEARCH REPORT

### Potential partners



#### What other potential partners would you suggest?

- Several partners were suggested by a minority of respondents, including of course Innova Inc. Corp, a major actor in this field.
- It should also be noted that there are research centers in Japan that seem to be very active in these areas.
- Kyle Bryant, CTO of Techno Tek Corp, suggested several partners, and could be a good connection.

2x AkzoNobel	BASF
Aquip Systems	DSM
Bogor Technologies	Dupont
BSC	Ecophon
Comsol	Electrolux
Degussa	Gillmans
JMAG	Gyproc
Vetec AB	Tesla Motors
Viridor	Valspar

#### 2 comments

- District Energy Manager - United Nations World Food Programme**

You should work with Car insurance professionals instead of targeting only Car manufacturers. That's the good entry point on this market according to my experience.
- Infection Control Practitioner - Winrock International**

John Doe Medical Center! These guys plan to run operational tests next month. You should definitely contact Kyle Binger on my behalf (kbinger@example.com)

## SAMPLE INNOVATION MARKET RESEARCH REPORT

### Actual competitors



### What competitive/alternative solutions do you know of?

- Half of the professionals surveyed cited at least 1 competitor, and often several. This score is higher than the average of 46% of campaigns.
- From the results, it does not seem as though you will be a pioneer in this market.
- Hiwind stands out as the main competitor, known by the majority of professionals surveyed (62%).
- Here is their product: [www.example.com/datasheet](http://www.example.com/datasheet)

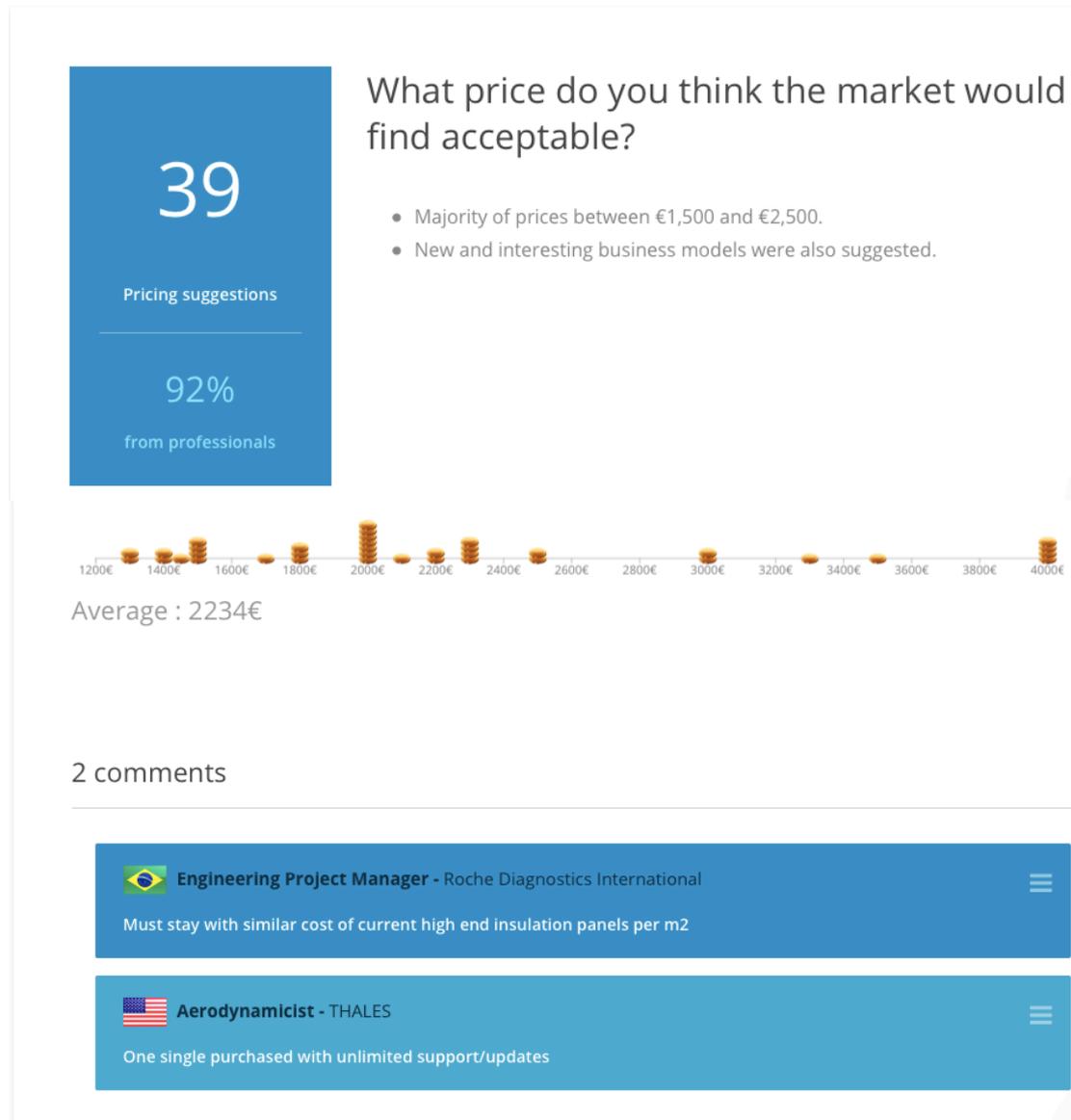
8x Hiwind	Italia Cement
5x Ansys	JCMwave
2x Comsol	JMAG
2x Comsol	Moxa
2x Schneider	MTL
Advantech	Traco Power
BASF	3M
Cedrat	Basf
Cogebio	Degussa
Eaton	EM Studio

3 comments

- HVAC Engineer - Owner - Solar Polar**  
 In India, the POD is usually provided by ISRO and the students are supposed to build their CubeSat according to this POD. So no competitors in India I must say.
- Process Technologist - Total Control Technologies Sweden AB**  
 Dutch artist Daan Roosegaard made something like this: a glow-in-the-dark bicycle-road called "Van Gogh path", near Eindhoven.
- Business Development Manager - Veolia**  
 I know a lot of competitors! But to me your solution is brand new due to lower weight. I do not know any other product with such performances.

## SAMPLE INNOVATION MARKET RESEARCH REPORT

### Acceptable price



## SAMPLE INNOVATION MARKET RESEARCH REPORT

### Strengths

39

Comments

76%

from professionals

### What are the strong points of this innovation?

- 1. The reduced size was cited 25 times
- 2. The ready-for-installation turnkey package was cited 18 times
- 3. The reliability of the system was cited 13 times
- 4. The limited environmental impact was cited 8 times

Also cited were: the ease of use / reduced cost / variety of potential applications / conformity with current standards



**Operations Manager - Air France**



New technology which serves a market demand. If the coating will not degrade organic substrates on which they are applied, the market for outdoor air cleaning (societal issue so in countries like China this may be a bit hit and also for indoor if the break down products are not more toxic than the original pollutant this may become a major product line. The added value of the product will depend on its application. If this would work for sterilization of medical equipment the price might be high per volume used. If for air cleaning, the over value will be bigger, however the price per kg much lower. Antimicrobial for packaging is probably in between. My company could be interested (and we have several key customers who will have an interest in developing this further with us. The technology got my attention by taking a closer look and if it indeed does work and does not destroy the organic layer it is applied to and the application/cure process is not too complex, this may well be a very interesting technology, of which I do think (as does my Innovation manager that our company can see way forward to roll this out in the market.



**Controlled Environment Testing Manager - WSP**



May work well if correctly implemented by trained staff. Could help in isolation wards and surgical areas of hospitals. Monitoring in infectious isolation wards to help staff use the isolation rooms more effectively. For example keeping both negative and positive pressure isolation room doors closed. Infectious aerosols can migrate from one area to another easily when the room pressure differentials decay. A monitoring system may help identify this issue. Also in surgical areas it will help identify the increased microbial loading caused by the surgical team. This is what puts the patient most at risk from HAI.



**Sales Manager - Key Account Executive - Husbay Minerals Inc.**



Fast solving time. I have been working with (parts of the subject for 10+ years I feel like this is actually an area where I could contribute. Since I also run a small private stock company I am very interested to get in contact with the inventor/inventing company to discuss eventual possibilities to become a distributor for the software. During my years of work in the field of electromagnetic simulations I have built up a network in Sweden and would therefore have good leads to start and try to sell the product.

## SAMPLE INNOVATION MARKET RESEARCH REPORT

### Objections

43

Objections

84%

from professionals

### What are the weaknesses of this innovation?

- 1. Additional costs were cited 28 times
- 2. Incompatibility with technology X cited 16 times
- 3. Complex access / maintenance cited 13 times
- 4. Strong presence of a number of competitors cited 7 times

Also cited were: the lack of proof of concept / undemonstrated ROI / data export interface



**Technical Manager - BrBioEnergia**



In my opinion, based on 25 years clinical experience, I do not think there is sufficient need for this product in healthcare. Therefore I would not invest in this type of product. Healthcare in the UK is under increasing financial constraints and this type of product will only tell us what we already know. Bed bound patients are high risk from pressure ulcer development. Nutrition, continence and mobility within their environment is essential for the prevention of PUs. More nurse time and decreased demand are the only way to prevent PUs. Therefore a sheet that tells me where they might develop a PU is not going to achieve prevention or help my practice.



**Controlled Environment Testing Manager - WSP**



Possibly cost of capital expenditure. Our DHB's (district health boards are notoriously slow at spending money on capital if the definitive payback period is not identified. A cost benefit analysis would really need some sound backing with facts. Also the DHB's are quite reluctant to provide any information on the rate of HAI in their hospitals.



**Senior Engineer Advanced Technology - Holonix**



As far as i can see this functionality is already available in commercial finite element solvers ([www.jcmwave.com](http://www.jcmwave.com)) and research on this topic is widely available. However, without further information I'm unable to evaluate if this particular solution offers any benefits over existing solutions.



**Business Development Manager - Alberta Health Services**



Time impact - how long are dry cycles? Noise implications - high speed fans? Can you set drying levels in terms of residual moisture? Depending on the ambient air requirements will the dryer do its job if these elements aren't constant?



**Aerospace Engineering and Management Services - Downey Aviation services**



Qualification of new design. Most avionics OEMs seem to develop circuit protection internally. I don't see many failures related to voltage transients. Solution should be less expensive and qualified to appropriate MIL or DO standards.

## SAMPLE INNOVATION MARKET RESEARCH REPORT

### New application fields



#### What other applications could this innovation apply to?

- Suggestions for applications in other sectors and other water network installations / underground installations / industry / etc.
- New functionalities proposed, particularly for researching and analyzing causes.
- New uses suggested, particularly for performance tests on ventilation and filtration in new installations.

Hydrogen production	SCADA Systems Gateway
Water purification	Oil & Gas Instruments Gateway
building coatings	hospitals
air purification for urban living	home automation
remedial work for contaminated sites	gambling business
Application into the Composites industry	entertainment / advertisement business
Gelcoats / Flow Coats in clean rooms	wireless control and command of trackside equipment
Flooring (resinous and resilient vinyl)	Evaluating magnetic fields due to transient high current carrying wires
Wall panelling for food processing plants	Thermal simulation
Sanitary ware	structural simulation
Commercial laundry applications for smaller needs	Bioelectromagnetic applications
Professional Dryers	multiphysics simulations to expand the type of equipment (not only electrical)
Aerospace	Pumps
train	External Aerodynamics
power stations	District Heating networks
Submarines	Hospitals
Any power generation machines	Clean rooms in computer electronic manufacturing plants
Industrial Monitoring	Isolation rooms, Surgical areas

## SAMPLE INNOVATION MARKET RESEARCH REPORT

### Market potential

