

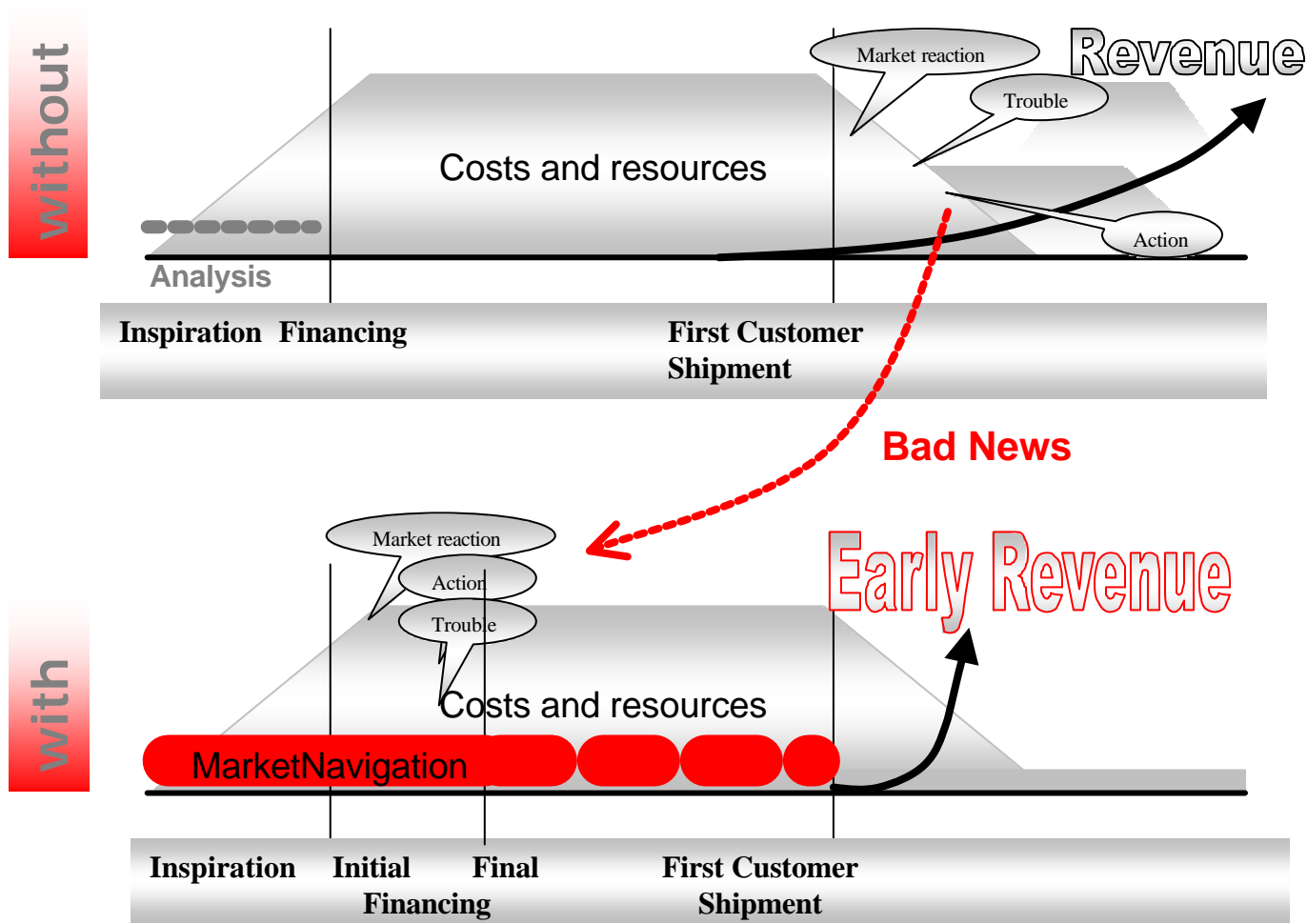
MarketNavigationSM

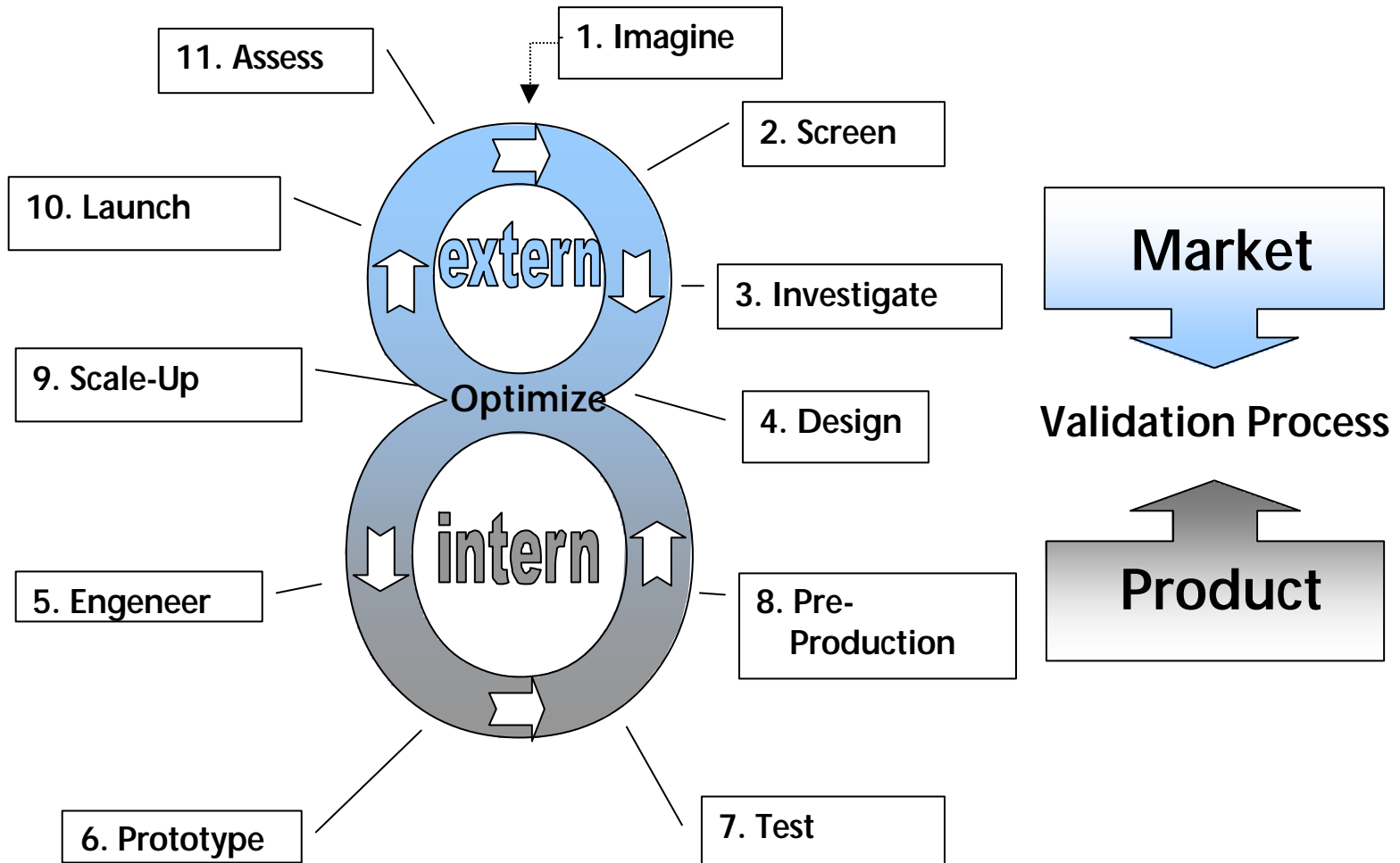
A structured Path to Innovation Management

**„Bad news are better than
good news!?”**

Objectives

- ✓ Early market testing of innovative products and services
- ✓ Early detection of wrong tracks in order to reduce the flop rates
- ✓ Securing of investment decisions
- ✓ Cut "time-to-market" and "time-to-profit"





Main questions for a successful product:

Which customer needs does my product need to satisfy better than that of our competitors?

Which needs does my target segment have?

Is the market real and how big is it?

Who are my competitors and how do they act?

Output

Solution oriented input for the development process

How should the product be positioned?

Which features should the product have?

What aspects need to be communicated?

Pricing: Which price is accepted?

Components

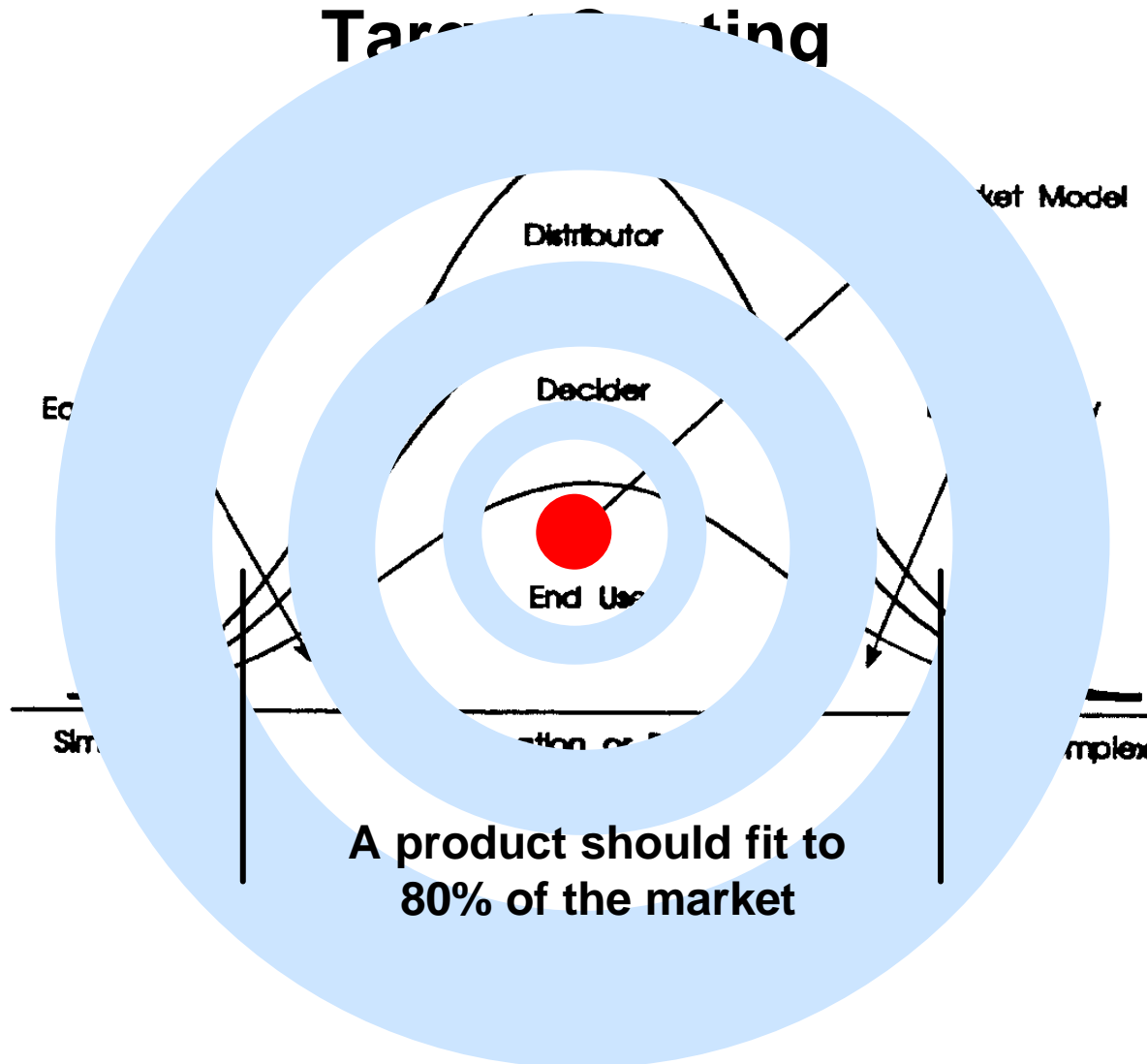
Business Case Validation

Product Validation

MarketMix Validation

Customer Audit

Target Marketing



**A product should fit to
80% of the market**

Central Element

Market Requirements Document (MRD)

- **Expert system reporting that helps to improve the development process**
 - Product definitions, USPs, competitors, support, price
 - Living document continuously used by the internal team
- **Important document for investors and management**

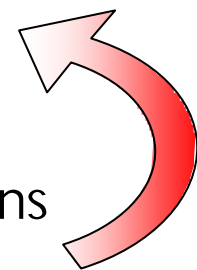
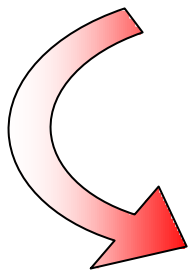
Steps

- **Define the internal team**
 - CEO, chief engineers, product marketers
- **Curth & Roth provide know-how, coaches and consults**
- **The internal team accumulates product and process know-how**
 - Know-how remains in company

Main point: **Early market tests**

Curth & Roth

- Prepares the team for the market tests and accompanies the members to the meetings with **potential customers**
 - aim: evaluation of usage, feature, and price
- **Supports team at analysing the meetings (MRD)**
 - Structured reporting of verbal und nonverbal reactions



Continuous Improvement

Our creed is...

**„We want to become
dispensable!“**

MarketNavigationSM

... with us

You will become more profitable!

You will strengthen your team!

You increase your competence!

... with a reliable partner.

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