Silicon Valley Research Group Innovation Research Framework



Prioritize, Develop & Monetize

- Internal decision making around most attractive concepts & segments
- · Develop, test and monetize innovations

Market Opportunity Analysis

 Collaborative workshop presentation to client to develop recommendations for product development.

Trend Analysis

6.0

- Review of syndicated industry data to validate prioritized concepts are aligned with market direction-"where the puck is headed!"
- Competitive analysis

Audience is a combination of customer decision makers and

end-users

 Surveys/interviews with customerfacing company employees & channel partners

Quantitative Validation

 Quantitative survey to validate & quantify qualitative findings & develop pricing/packaging strategies

Market Simulation

- Build conjoint market simulator
- Run simulations to determine most attractive concepts & packaging