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Idėjas paverčiant verslu!

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# **Market Analysis Workshop Innovation Assessment**

**Handout**

Workshop  
18th and 19th of June 2013

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# Market Analysis Workshop Innovation Assessment

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## Introduction

Welcome to your Market Analysis Workshop with an Innovation Assessment organized by **TZI**.

We are going to gather practical aid, stimulation and new awareness. You should pick up the best Know How and Experience for your work.

**Don't expect wonder or panacea.  
You won't get them here.**

You only get a benefit of this workshop by talking and discussing your ideas and experience with all others. Only the exchange of views will lead into a feasible product idea.

### The goals of the Innovation Assessment Workshop:

- The Evaluation of a Product Idea based on your research results or patent application by followed methods:
  - Benefit Analysis
  - Risk Analysis
  - Market Indication
  - Effort Indication
- Development of an appraisal and base for a decision to found a start-up company including an estimation of the market and the financial risk

A successful event!  
Your conductors of the workshop,

Tanja Woronowicz, MSc

Dr.-Ing. Volker Wittpahl

## **Code of Behaviour**

### **Co-Operation and Team Work: A Workshop ought to be stress-free and effective**

To archive this goal, we will work together as followed.

We are going

- to create awareness for new things,
- to systematize and discuss,
- to develop alternatives,
- to train ourself,
- to extend our experience and knowledge.

### **Under which conditions are we going to work?**

The workshop ought to be

- stress-free,
- constructive and discerning,
- useful and
- humorous.

**Tuesday, 18th of June 2013 – Schedule**

Time	Activity	Result
9:00 – 9:30	Introduction	PLENUM Introduction to the workshop - The participants and their expectations - Organization of the Workshop and goals
9:30 – 10:15	Presentation of ideas  Part 1	TEAM PRESENTATIONS Own Study case Intelligible to all presentation by scientists based on the given PPT-template: - Idea, offer and unique sales proposition - Customer Need and Target Group  Group Discussion and Feedback
10:15 – 10:30	<i>Coffee Break</i>	
10:30 – 12:00	Presentation of ideas  Part 2	OWN PRESENTATIONS Intelligible to all presentation by scientists based on the given PPT-template: - Idea, offer and unique sales proposition - Customer Need and Target Group  Group Discussion and Feedback
12:00 – 13:00	<i>Lunch Break</i>	
13:00 – 14:00	Benefit Analysis  Part 1	TEAM WORK Well-defined product offer regarding needs, advantages and benefits
14:00 – 15:00	Benefit Analysis  Part 2	TEAM PRESENTATION Results of Benefit Analysis  Group Discussion and Feedback
15:00 – 15:15	<i>Coffee Break</i>	
15:15 – 16:15	Market Analysis  Part 1	PLENUM Example Exercise on one or two study cases Indication of the Market, the Competition and the User  Additional regarding time and needs: - PESTEL Analysis
16:15 – 17:15	Market Analysis  Part 2	TEAM WORK On own study case Indication of the Market, the Competition and the User  Additional regarding time and needs: - PESTEL Analysis
17:15 – 18:00	Market Analysis  Part 3	TEAM PRESENTATION Results of the Market Analysis  Group Discussion and Feedback

### Wednesday, 19th of June 2013 – Schedule

Time	Activity	Result
9:00 – 9:30	Feedback and Review of Workshop Day 1	PLENUM - Review of Workshop Day 1 - Organization of the Schedule and Goals
9:30 – 10:30	Effort Indication Part 1	PLENUM Example Exercise on one or two study cases  Indication for the Planning of - Investments - Finance Planning
10:30 – 10:45	<i>Coffee Break</i>	
10:45 – 12:00	Effort Indication Part 2	TEAM WORK On own study case  Indication for the Planning of - Investments - Finance Planning
12:00 – 13:00	<i>Lunch Break</i>	
13:00 – 13:45	Risk Analysis Part 1	PLENUM Example Exercise on one or two study cases  Indication of Main Risks
13:45 – 15:00	Risk Analysis Part 2	TEAM WORK On own study case  Indication of Main Risks
15:00 – 16:00	Risk Analysis Part 3	TEAM PRESENTATION Results of Risk Analysis  Indication of Main Risks
16:00 – 16:15	<i>Coffee Break</i>	
16:15 – 17:30	Discussion of the next steps for each study case and potential Feasibility Study	PLENUM - Check of given and needed information  - Activities and next steps for each case study
17:30 – 18:00	Feedback and Review of the Workshop	PLENUM - Review of the Workshop - Next steps

## Analysis of the Product Idea

### 1. Benefit Analysis

#### Example: Frying Pan

- **Customer Need**  
Easy to use and easy to clean Frying Pan
- **Attribute**  
Teflon Coating
- **Advantage**  
Teflon has a low adhesion
- **Benefit**  
Stress-free cooking and faster to clean
- **Verification**  
Test results

#### Example: Office Service

- **Customer Need**  
Accurate and fast accomplishment of office work
- **Attribute**  
Our service team is able to use newest office software and technologies and is well educated and trained
- **Advantage**  
Our service is versatile and flexible
- **Benefit**  
Minimum of shortcoming, cost reduction for the customer
- **Verification**  
Quotes and references of our customers

## 2. Unique Sales Proposition – Helpful Questions

What kind of **Product** / what kind of **Service** are you going to offer?

What are the most important **attributes** of your Product / Service?

Which **competitive products** do already exist?

What are the **unique features** of your offer?

What **additional benefit** gives your offered product / service to your customer?

## Market Indication

### 3. Dimension of the Market – Helpful Questions

**How many pieces** are you going to produce / to offer?

What are the **production costs** per piece?

What kind of **infrastructure** and **raw materials** are necessary?

How is **supplying** the materials?

How do you organize the **storage**?

### 4. Branch Analysis – Helpful Questions

What is the **current situation** of the branch and what **are future developments** of the branch?

What influence of technical, economical, legal and ecological **changes** are affecting your company?

Which important **competitors** have a similar offer?

Which **market share** and which **strengths and weaknesses** do these competitors have?

What is your **competitive advantage** compared with your competitors?

Which customers do your competitors have? Which **customers** do you want to win?

How important is next to your product / service **consulting, service and support** for your customers? What market share do you want to achieve?



## Effort Indication

### 5. Pre-Foundation Activities – Helpful Questions

What is the **development status** of your product / service?

What has to be implemented before you can **start** to offer your product / service?

Are there **legal aspects** that you have to take into account?

### 6. Indication for the Finance Planning – Helpful Questions

What **investments** are you going to do on a short term base and on a long term base?

Do you have taken **reserves** for potential uncertainties and rising prices into account?

Who is taking care for your **accountancy**?

How is the development of your **liquidity** on short term (1<sup>st</sup> year) and long term (2<sup>nd</sup> / 3<sup>rd</sup> year)?

Do you have own **capital**?

Do you need **external capital** and who can provide this to you?

## **Risk Analysis**

### **7. Critical Success Factors – Helpful Questions**

Do you have the customer benefit in the focus of your considerations?

Are you oriented on the success potential of the idea?

Do you have an effective innovation process?

Do you have developed compelling pictures of the future?

Did you make use of the versatile creativity potential of your team?

Did you take the expectations of the relevant user groups into account during your idea selection?

Do you have an awareness for the risks within the innovation process?

Are you a step ahead of your competition?

## 8. Environment Analysis - PESTEL

### Find opportunities and risks by PESTEL

- Political
- Economic
- Socio-cultural
- Technological
- Environmental
- Legal
  
- Politic
  - Political stability
  - Tac police
  - Export trade regulations
  
- Economic
  - Product Life Cycle
  - Capital market
  - Inflation
  - Unemployment
  
- Socio-cultural
  - Demographic development
  - distribution of income
  - Level of education
  
- Technological
  - Technology transfer
  - Technological innovation
  - Subsidies
  
- Environmental
  - environment protection law
  - Energy consumption
  - Recycling
  
- Legal
  - employment law
  - law on competition
  - product safety