

Revolutionary new research technology is looking for a home

Harvard's Clayton Christensen identified the principles for inventing a successful new research business

- Address the Innovator's "yet to be done" ... enabling product to see the job that customers want done
- Replace inconvenient and costly research services with low-cost internet interviews to *stay one-half step ahead of the innovator at every stage of the product development process.*

Market Research is changing, and where it's headed

- The disruptive innovation principles set out in Clay Christensen's books have taken hold, and the Innovation Economy is now mainstream ... forcing a radical change in the market research that businesses need.
- "Three-quarters of the money spent on product development results in products that do not succeed commercially. Why? Because the customer's job-to be-done and not the customer, brand, or product should be the innovator's fundamental unit of market research analysis."
- Customer Jobs are the engines of market change. For innovators to make the proper fuel, researchers need to provide them with "engine specs."
- Christensen put his finger on another driving force reshaping innovation which has direct consequences for research:
The internet has dramatically augmented the consumer's information technology. Consumers no longer play the role of being "marketing targets," passive audiences that are fair game for a brand's advertising to hunt down. In today's networked markets, consumers are now the hunters.

For the past several years a major US marketer, whose business touches almost every consumer segment, has been the incubator for a revolutionary market research system that puts real teeth into Christensen's innovation principles.

The research system brings together four "Innovation Voices:"

1. Voice of Market Research that can speak for how the consumer will continue to make progress by locating "finds" that express what she desires and hopes for, what she will value and trust, how she will shop, etc.,
2. Voice of Product Development that tells how to build innovative products,
3. Voice of Marketing that tells how to start up an innovation's Path-to-Purchase, and
4. Voice of Sales that explains the process for getting an innovation in front of shoppers.

Each is critical to developing Progress Concepts, designs that will work when launched.

The **developers at the center of this revolutionary new research technology have retained Rockwood** to find suitable business development partners to increase the value of the innovation's value network.

Please contact us to learn more about this exciting business opportunity.

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