

Don't Let Promising Breakthrough Innovations Die

IN REAL LIFE, HOW DO YOU RESEARCH A BREAKTHROUGH INNOVATION?

There are many obstacles to launching a breakthrough innovation. The research around your breakthrough shouldn't be one of them. You need to take a different approach to your research – here's how:

SEEK VALIDATION: DO YOU HAVE A BREAKTHROUGH IDEA?

1

Use Ipsos' Innovation Archetypes system (which profiles innovations as Breakthrough, Niche, Me-Too, etc.) to determine whether or not consumers perceive your innovation as a Breakthrough.



LOOK FAR AND WIDE FOR COMPETITIVE CONTEXT

2

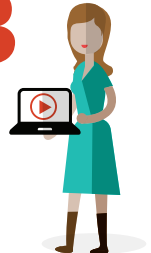
Go beyond the category and identify need states, new occasions, and non-productized solutions.



EXPLAIN EXPLAIN, EXPLAIN!

3

Use a stimulus that communicates benefits, proof of claim, and demonstrations.



BASIC MEASURES GO ABOVE AND BEYOND

4

Ask foundational questions (Relevance, Expensiveness, Differentiation, Believability) + adjunct questions (seek information, recommend, etc.)



ENVISION HOW FAR AHEAD OF THE CURVE YOU ARE

5

Being ahead of the curve may result in greater sales but it will take longer to get there and require different tactics.



DON'T FORGET: INFLUENCERS MATTER

6

Take into account the snowball effect a small group of early adopters can have on the larger, subsequent population of buyers.

