

Ray Poynter, December 2018

How to Assess Innovations in Market Research and Insights

Topic/Innovation/Technology/Approach

What are its key benefits? Which situations can it be used in?

1) Can it be provided by multiple suppliers?
(If not, could it be provided by multiple suppliers soon?)

2) Does it increase speed and/or reduce net costs?

3) Does it tackle a known problem that clients will prioritise?

4) Is it scalable, in terms of its intended role?

5) Is it easy for prospective clients to know it works?

6) Is it a good cultural fit with the market?

7) Is it easy to transition to the new solution?

8) Does it have a wide area of use?

Overall Conclusion

Strengths

Weaknesses

Opportunities

Blockers

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