



# Ask The Experts



## Background

At the forefront of technology commercialisation, Qi3 understands the value of market research and believes it to be the foundation of any successful product. In such a competitive global market, dynamic and swift actions are critical to setting your business apart from its rivals. For this purpose, Qi3 is introducing 'Ask The Experts'- to help your business achieve rapid insight and guide investment decisions.

## Ask The Experts

### What is Ask The Experts?

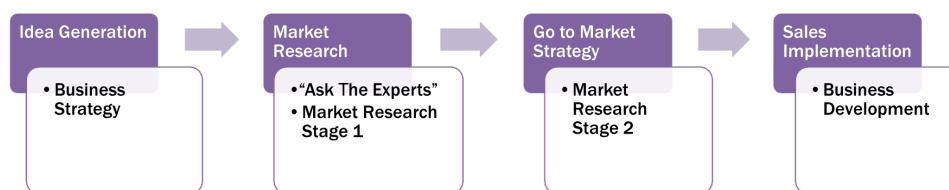
*"We are looking at transferring our technology to a new market area... What does the market think?"*

Businesses often need a speedy sense check to validate a proposed market or to discover new market opportunities. We have developed Ask The Experts to provide rapid feedback on concept viability. This is undertaken with rapidity, defined methodology, access to domain expertise and at a low cost that defers risk to a later stage.

### How does Ask The Experts work?

Market discovery and validation require properly targeted inputs from external domain experts, synthesised with a strong methodology. We have experience across many market domains and access to associates and partners with expertise in multiple technical areas, allowing us to provide a fast response service with high quality feedback.

Ask The Experts is intended to provide intelligence and insight into idea generation. It combines market research with strategy and analysis, incorporating inputs from leading experts in various fields. The initial insight gained from Ask The Experts can then form a basis for further stages of Qi3's Market Research or Qi3 Rapid Market Prototyping™.



### Who might need to use Ask The Experts?

Ask The Experts is tailored specifically for people who need to gain insight fast, but don't want to commit to a large costly project. The service can help inform early thinking on issues such as business strategy, new ideas, problem solving etc. – basically, it answers your questions.

Ask The Experts is suitable for:

- Established businesses
- University/Institute supported start-ups
- Corporate venturing
- Due diligence checks



**What do we deliver?**

Our objective is to find the addressable market for your products/services. We then identify who the customers are, and seek their opinions to check if the products/services match their interest.

Ask The Experts involves consultation of at least five experts from the relevant technology/market area. Businesses can also opt for an extended Ask The Experts service, which tackles a more complex set of questions and involves consultation with a larger number of experts. Key findings will include a synopsis of interviews accompanied by confidence ratings. This will be provided in PowerPoint format to give a precise and clear result.



**How long does it take?**

The typical programme time is 2 weeks, from validation of the questions to be addressed. Analysis of expert input and other secondary sources of information is undertaken and incorporated into the overall results.

**How much does Ask the Experts cost?**

Budgetary cost for the basic Ask The Experts service is £3,000 + VAT  
 An extended Ask The Experts service will typically be £5,000 + VAT  
 Corporate clients may purchase an Ask The Experts package to provide input for on-going requirements.

**How do I get started?**

Call Nathan Hill on +44 (0)20 7925 1992 or +44 (0)1223 422404 or email [nathan.hill@qi3.co.uk](mailto:nathan.hill@qi3.co.uk) to provide your requirements. For further information, visit [www.qi3.co.uk/services/qi3-structured-business-development/ask-the-experts](http://www.qi3.co.uk/services/qi3-structured-business-development/ask-the-experts).

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