



# Qi3 Rapid Market Prototyping™

Sales & Marketing support for growing technology businesses

## Background

In today's business climate, investment in market research and product development requires focus on rapid insight and fast payback. Qi3 Rapid Market Prototyping™ is a revolutionary lean business methodology which accelerates strategy development, market traction, business development and process scale-up. It is inspired by the engineering concept of Rapid Prototyping, interleaving technical, market and strategy elements into each stage of development, driving speedy, iterative cycles which provide faster return on investment.

## What is Qi3 Rapid Market Prototyping™?

Qi3 Rapid Market Prototyping™ is a completely new approach to product and customer development, which incorporates customer needs into the process at every stage. It is best suited to dynamic, unpredictable environments where fast payback and risk minimisation is required.



Unlike the traditional linear market research model and business development methodology, this programme integrates product development stages and deploys a series of iterative cycles to build solid foundations for business progress. This service exists to integrate all elements of a business together into staccato bursts of directed innovation, working through a series of rapid prototyping steps.

## How does Qi3 Rapid Market Prototyping™ work?

Qi3 Rapid Market Prototyping™ follows a logical sequence of tasks, which incorporate marketing, sales and technology/product development inputs to provide ever-increasing probability of success.



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