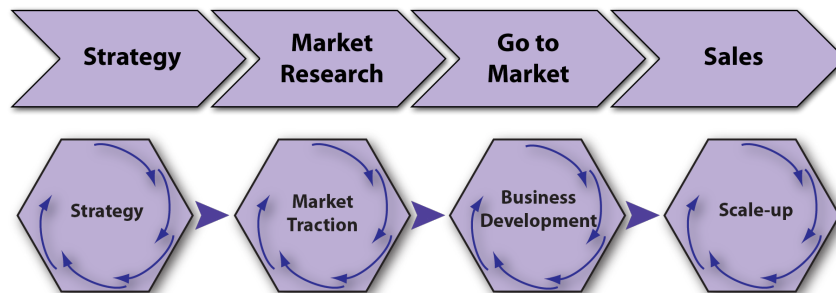


Background

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.



Qi3 Rapid Market Prototyping™ interleaves technical, market and strategy elements into each stage of development



How is it delivered?

Qi3 Rapid Market Prototyping™ delivers skills direct into your business through a methodological process. It has 4 cycles, each comprising 6 toolkits which are customised to your needs (see example below). Each activity is repeated in a series of iterative steps to improve the proposition and engage all parts of the business. Qi3 Rapid Market Prototyping™ is particularly effective at helping to create a stronger value proposition for business at an earlier stage, and for providing the foundations for scaling businesses profitably.

Examples of activities delivered within Qi3 Rapid Market Prototyping™

- **Business Strategy:** plan the future for your business
- **Product Roadmap:** plan the evolution of products to fit market needs and manage development resource
- **Product/Technology strategy:** determine options, select partners, plan finances and explore grant opportunities
- **Market Testing:** gain rapid market feedback on product concepts; establish 'go to market' partners and strategy
- **Go to Market:** prove market traction by establishing a sales pipeline and closing deals
- **Find alternative markets:** 'pivot' propositions to exploit your technology and manufacturing base
- **Improve sales processes:** make sales processes more efficient, integrated with company needs and scale
- **Increase exports:** select and manage agents and distributors, develop direct sales channels

Cycle 1 - Strategy



Develop your strategy

The success of any business depends on knowing your market. The Strategy cycle focuses on building overall business ambitions, identifying opportunities and goals.

- **Business concept:** Gain greater clarity on corporate ideas and goals to develop product concepts
- **Business strategy:** Construct a solid strategy. Identify constraints, objectives, strengthen corporate vision and goals
- **Financing strategy:** Assess proposition forecast base, forms of finance and expected returns
- **Technology & Innovation strategy:** Establish sources of innovation, select partners and measure business performance
- **Transforming Competitive Advantage:** Embed your organisational strengths into the business model
- **Performance Evaluation:** Undertake benchmarking activities and evaluate the outcomes of business, product or programme performance

Cycle 2 – Market Traction



Build your foundations

This cycle is vital to prove to yourself and investors that the product/service is in demand. The purpose of this cycle is to generate and test the value proposition.

- **Concept Generation:** Develop corporate goals and identify customer needs
- **Value Proposition:** Identify the benefits of your product/service, formulating a set of competitive advantages versus key competitor value propositions
- **Market Research:** Unfold the market size and key dynamics through primary research
- **Minimum Viable Product (MVP) Formulation:** Develop minimum saleable product to gain market feedback and early traction
- **Test Market:** Gain rapid market feedback on product concepts and establish 'go to market' partners
- **First Strategic Sales:** Achieve early sales, and beta or R&D partnerships

Cycle 3 – Business Development



Strengthen your capability

The Business Development cycle accelerates the product/business forward towards scaled execution.

- **Total Product Formulation:** Reinforce business model by combining product roadmap and pivot propositions
- **Sales Roadmap:** Develop scalable processes to achieve repeated sales
- **Marcoms Strategy:** Implement marketing campaigns to underpin market share gain
- **Establish Distribution:** Create a scalable distribution channel for volume sales
- **Create End-user demand:** Develop effective marcoms and positioning to grow user demand
- **Drive Market Share:** Integrate all the elements together to achieve revenue and market share

Cycle 4 – Scale-up



Realise your value

The Scale-up cycle helps organisations to achieve the strongest possible market position and profit generation.

- **Revised Market Positioning:** Evaluate the market to define clear segment, target and position
- **Scale-up Business Model:** Create a process led business model to establish sustainable profit
- **Competitive Strategy:** Develop competitive strategy, integrated with market positioning and business model
- **Profit Dynamics:** Conduct financial analysis and measure the values of technology and product innovation
- **Processes and Structures:** Select and manage organisational structures and people to ensure business goals can be delivered
- **Continuous Innovation:** Create processes to embed innovation strategy and sustainable competitive advantage

Who might need to use Qi3 Rapid Market Prototyping™?

Qi3 Rapid Market Prototyping™ is designed for companies that need to innovate and scale effectively. This includes high-growth start-ups, established businesses seeking performance improvement and Corporate Venturing organisations.

How long does it take?

Qi3 Rapid Market Prototyping™ can be offered in discrete packages, or an on-going basis.

How do I get started?

Call Nathan Hill on +44 (0)20 7925 1992 / +44 (0)1223 422404 or email nathan.hill@qi3.co.uk to provide your requirements, and visit www.qi3.co.uk/services/rapid-market-prototyping for further information.

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