



## **New Product Innovation And The Next Big Thing: How To Know What To Invest In**

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# New Product Innovation And The Next Big Thing: How To Know What To Invest In

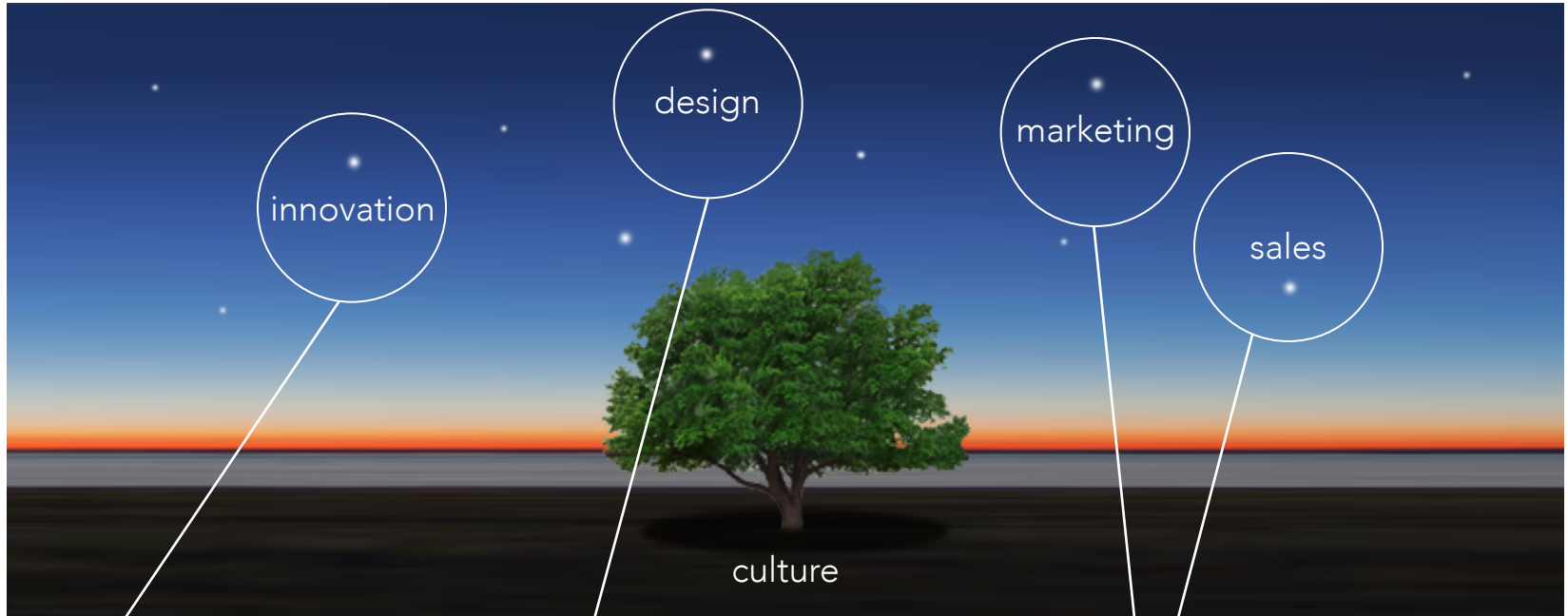
Bringing new products to market with less risk and better outcomes is a goal many strive to attain. In this presentation for life science and medical device executives, Dr. Moshe Engelberg covers a proven, research-driven approach to knowing what to invest in and what to say "no" to. It covers the eight most important questions that should be asked for every new product being considered, to determine: a) Does it matter? and b) Is it special?

*To learn more about ResearchWorks and President and CEO Moshe Engelberg, PhD, visit*

[www.ResearchWorks.com](http://www.ResearchWorks.com).

# CustomerFIRST Framework™

## From Idea to Market



Explore New Territories  
Choose Right Idea  
Build Business Case

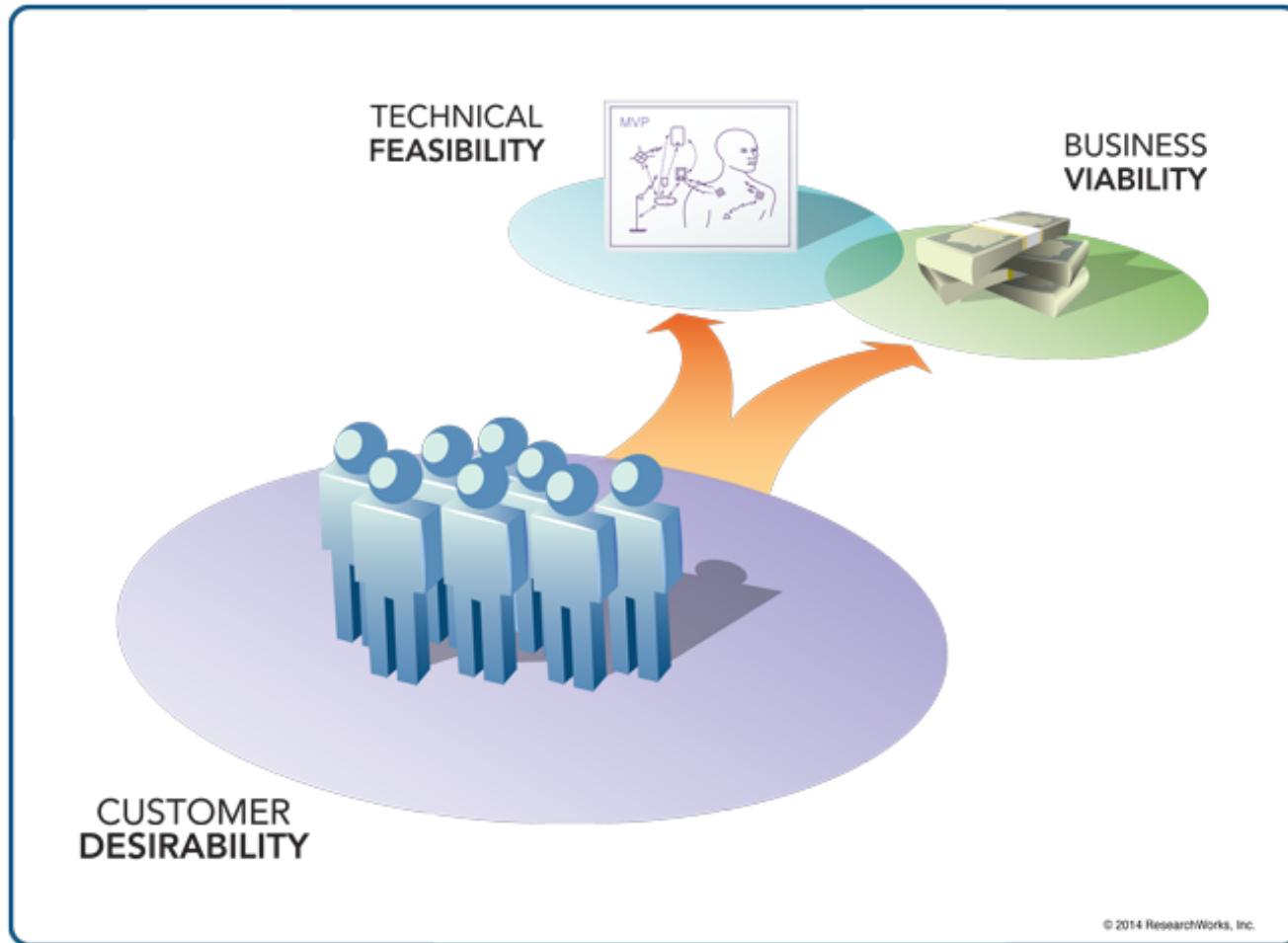
Get Product Right  
Optimize Customer Experience  
Create Value Proposition

Positioning & Messaging  
Names & Logos  
Product Launch  
Sales Acceleration

AVOID THIS:



BY DOING THIS:



# Our Proven CustomerFirst™ Approach



## Strategy Development

Understand  
customer  
desire and  
market  
opportunity to  
determine  
products to  
invest in

- Unmet need?
- Meaningful problems?
- Significant emotional levers?
- Willingness to pay?
- Unique value proposition?
- Fit with expectations of you?

## PROBLEM: DOES IT MATTER?

1. What meaningful problems will your product solve?
2. What urgent needs and wants will it satisfy?
3. What aspects of the customer experience will it improve?
4. What is the value of the improvement to customers?
5. What's the emotional appeal?
6. How will it change people's lives?



## SOLUTION: IS IT DIFFERENT?

1. What is truly unique about your solution?
2. Which differences will customers value?
3. What alternatives are available?
4. What else is your competition promising?
5. Why should it come from you?
6. What makes it worth the price?

# About ResearchWorks

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