



START an Innovation Submission

REGISTER your Needs & Wishes



Innovation Questionnaire

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Note: If you would like to collaborate with others, please save your innovation first.

- Innovation Status
- Innovation Description
- Uniqueness Questions
- Final Decision Makers
- Sales Estimates
- Goals & Margins
- Credibility
- Coaching & Payment

Section 2: Innovation Description

This information is used to create the text on the first page of your report. It is important to remain brief and to the point when communicating the idea. Looking at the examples is strongly recommended.

Save Inputs

Save & Exit Input Page

Submit for Testing

Don't Save & Exit Input Page

6a. What is the name of your Product/Service? This will also be your report's title.

See Examples

6b. What makes your innovation great? Create a one-sentence headline.

Character limit is 180 characters.

6c. If someone was searching for your innovation, what "keywords" they would use. (Looking at examples is strongly recommended)

See Examples

INSERT KEYWORDS FOR YOUR INVENTION - all will be made part of your search listing

	Adjective/Verb (improvement)	Noun (it)	Final Decision Maker/Use
A	<input type="text"/>	<input type="text"/>	for <input type="text"/>
B	<input type="text"/>	<input type="text"/>	for <input type="text"/>
C	<input type="text"/>	<input type="text"/>	for <input type="text"/>
D	<input type="text"/>	<input type="text"/>	for <input type="text"/>
E	<input type="text"/>	<input type="text"/>	for <input type="text"/>

6d. Descriptive Keywords Shown on the Report

7a. Is this Business Simulation request a retest of a concept that was previously tested by any version of Merywn Research?

Yes No

7b. (Product /Service) Marketing Message - Describe your product or service as if you were talking to someone deciding whether or not to purchase a unit of your innovation.

Get Expert Advice

See Examples

View Relative FAQ

B *I* U ABC

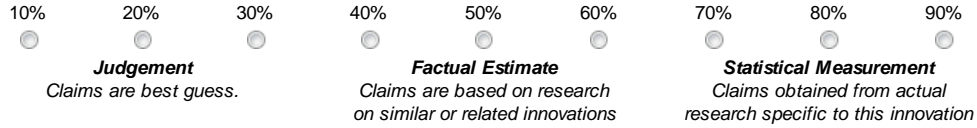
Number of characters	Grade Level	Formatting Tip
<p>0</p> <p>Character limit is 2400</p>	<p>Ideal range is 6-8 (Middle School)</p>	<p>Note: If pasting description in from another program, be sure to check the formatting in case it didn't copy and paste properly.</p>



You have less than 500 characters in your description text above which may not provide enough information about your innovation for the Merwyn concept analysts. Please be sure to provide adequate Benefit, Reason to Believe/Credibility, and Dramatic Difference statements in your text.

7c. How certain are you that the actual CLAIMS you make in your description will be validated and approved for use when your product or service eventually goes to market?

Get Expert Advice



7d. Please explain the reasoning and logic behind your above answers.

(Character limit is 180)

(This text can be Easily Changed at any time, but is required if your confidence is greater than 40%)

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