



START an Innovation Submission

REGISTER your Needs & Wishes



Innovation Questionnaire

Previous Section

Next Sections

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 3: Uniqueness & Value Questions

In this section you get to compare and rank your own product/service versus the competition. This helps us determine a Merwyn score and forecast annual sales. As always, It is in your best interest to be honest.

Save Inputs

Save & Exit Input Page

Submit for Testing

Don't Save & Exit Input Page

8. If someone did not buy your innovation what is their best alternative for realizing the same end benefit?

Character limit is 180 characters.

9a. Versus what other companies offer, what SPECIFICALLY makes your innovation unique?

See Examples

Character limit is 180 characters.

This is a great claim to add to you concept description. (7b)

9b. How NEW & DIFFERENT would the average customer perceive your offering to be?

- WOW New & Different** - Front Page News - a true and genuine breakthrough
- EXTREMELY New & Different** - A difference so significant it would be worth paying more for
- MEANINGFULLY New & Different** - A noticeable, measurable improvement
- INCREMENTALLY New & Different** - A good incremental improvement
- SOMEWHAT New & Different** - A difference for the sake of being different

9c. The BENEFIT ADVANTAGE I'm promising is...

REVOLUTIONARY Innovation

Satisfies a Major customer/consumer problem or enables the creation of a whole new industry. Final Decision Makers will consider this innovation in the top 2% of all ideas they've ever seen in the industry.

MAJOR IMPACT Innovation

Dramatically, Measurably enhances a product/service's superiority in an existing category. Final Decision Makers will consider this innovation in the top 25% of all ideas they've ever seen in the industry.

ABOVE AVERAGE IMPACT Innovation

The invention creates a significant incremental impact in an existing product or service. Final Decision Makers will consider this innovation in the top 40% of all ideas they've ever seen in the industry.

AVERAGE IMPACT Innovation

This invention improves existing product or service. Final Decision Makers will consider this innovation to be average relative to the ideas they've seen in the industry.

NEW APPROACH Innovation

The invention offers a different way of accomplishing a benefit similar to what is offered by others.

10. What is the unit price and amount for the most commonly purchased unit of your product or service.

See Examples

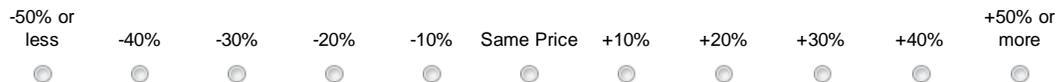
\$ for

11a. Versus what other companies offer my offering will be seen as a good price and offering a good value because...

Character limit is 180 characters.

11b. Compared to the best alternative, will the cost of your product or service to customers be...?

[View Relative FAQ](#)



11c. Would a customers initially perceive the PRICE of your offering to be...?

- WOW PRICE** - *Something to boast to friends about*
- Excellent PRICE** - *Worth going out of your way for*
- Very Good PRICE** - *Better value than what's available today*
- Fair PRICE** - *Fair and reasonable*
- Poor PRICE** - *Something to complain about*

11d. How do you feel a customer will perceive the VALUE received for the price?

- WOW Value for the Money**
Final Decision Makers will consider this an absolute NO BRAINER to purchase because what they receive relative to what it costs is an INCREDIBLE improvement versus what others offer
- DRAMATIC Value for the money**
Final Decision Makers will be excited about purchasing as the offering dramatically improves the value received versus the price paid.
- ABOVE AVERAGE Value for the Money**
Final Decision Makers will recognize this innovation as offering tangibly better value for the money versus other offerings.
- FAIR & REASONABLE Value for the Money**
Final Decision Makers will feel this innovation offers a fair and reasonable value relative to the price charged.
- BELOW AVERAGE Value for the Money**
It's possible that Final Decision Makers will not initially see this as a very good Value for the Money.

[Previous Section](#) [Next Sections](#)