



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 4: Final Decision Makers

In this section you define who is deciding whether or not to buy your product or service. There is often more than one market or application for a product or technology. Please stay focused on one market or group of final decision makers. This information is used to forecast annual sales and is very important to investors and licensees.

Save Inputs

Save & Exit Input Page

Submit for Testing

Don't Save & Exit Input Page

12a. Is your innovation primarily directed toward: (Check all that apply...)

- Consumers** Innovations for personal use
- Industrial/Business-to-Business** Innovations for business use
- Medical** Innovations used for medical purposes

12b. What country are you looking to get forecast for? (This will be used throughout the report)

- USA
- Canada
- United Kingdom
- South Korea

12c. I am also interested in seeing a converted sales forecast on the last page of the report for the following countries:

Select a country and click "add". You may select up to 8.

Add

13. Who is the final decision maker deciding whether or not to purchase your innovation?

Hint: This is NOT licensors or investors, please read the advice and examples below.

- Get Expert Advice
- See Examples
- Get Estimation Help

14a. Estimate the number of final decision makers who could possibly purchase your offering.

- Get Expert Advice
- See Examples
- Get Estimation Help

You Must Fill in all 3 blocks

Conservative Estimate 1 in 5 chance the actual number is less than: <input type="text"/>	Most Likely Estimate of Number of Final Decision Makers <input type="text"/>	Aggressive Estimate 1 in 5 chance the actual number is greater than: <input type="text"/>
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14b. Confidence: How certain are you of your MOST LIKELY estimate for the Number of Final Decision Makers?

- 10%
- 20%
- 30%
- 40%
- 50%
- 60%
- 70%
- 80%
- 90%

Judgement
Claims are best guess.

Factual Estimate
Claims are based on research on similar or related innovations

Statistical Measurement
Claims obtained from actual research specific to this innovation

14c. Details on Basis for Estimate or Source of Data for your Number of Final Decision Makers estimate

(Character limit is 180)

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

15. Recognizable Brand Name. To improve accuracy, Merwyn takes into account if you have a well-known brand name.

15a. Does your innovation feature a brand name or company name that is well known by at least 50% of all final decision makers?

- Yes
- No

15b. Would final decision makers consider your brand/company to be one of the two most respected in the Industry?

- Yes
- No

15c. What percentage of the most likely number of final decision makers have purchased another product or service with the brand name or company name featured on this innovation in the past 12 months?

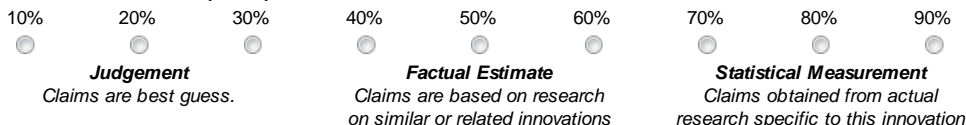
- Don't know
- 10% or less
- Estimate the true percentage (if greater than 10%): %

16a. Select the most likely level of marketing support based on which level you think you are most likely to achieve in the first year

Skip these questions.

- Ultra Low Sales & Marketing Support.** (word of mouth)
 - About 1.5 out of every 1,000 final decision makers are Aware of your product/service and Able to purchase your product/service
- Low Sales & Marketing Support.** (small business)
 - About 1 out of every 50 final decision makers are Aware of your product/service and Able to purchase your product/service
- Medium Sales & Marketing Support.** (large company with small investment in marketing)
 - About 1 out of every 8 final decision makers are Aware of your product/service and Able to purchase your product/service
- High Sales & Marketing Support.** (large company with large investment in marketing)
 - About 1 out of every 3 final decision makers are Aware of your product/service and Able to purchase your product/service
- Ultra High or Niche Sales & Marketing Support.** (niche market and very large investment)
 - About 63 out of every 100 final decision makers are Aware of your product/service and Able to purchase your product/service

16b. Confidence: How certain are you of your MOST LIKELY estimate?



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