



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 5: Sales Estimates

In this section you estimate the purchasing behavior of the average final decision maker. All of this information is very important in forecasting annual sales.

17a. Estimate Revenue per First Purchase. How much will one final decision maker spend the first time they spend money on your innovation?

Get Expert Advice

See Examples

View Relative FAQ

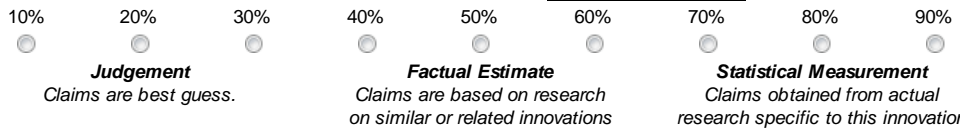
Unit Price: \$

Revenue per First Purchase = Unit Price X Number of Units Purchased by a Final Decision Maker at time of first purchase

You Must Fill in all 3 blocks

Conservative Estimate 1 out of 5 will spend less than: \$ <input type="text"/>	Most Likely Estimate of Revenue per First Purchase \$ <input type="text"/>	Aggressive Estimate 1 out of 5 will spend more than: \$ <input type="text"/>
---	--	---

17b. Confidence: How certain are you of your **MOST LIKELY** estimate of First Purchase Revenue?



17c. Details on Basis for Estimate or Source of Data for your Revenue per First Purchase estimate

(Character limit is 180)

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

18. After purchasing will any final decision makers repurchase within one year?

- Yes
- No

19a. Estimate Percentage who Repeat Purchase. Out of all the final decision makers who made a purchase, about what percent will repurchase within a year?

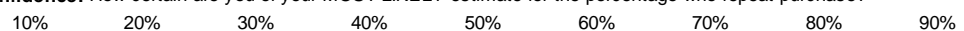
Get Expert Advice

Get Estimation Help

You Must Fill in all 3 blocks

Conservative Estimate 1 in 5 chance the actual percentage is lower than: <input type="text"/> %	Most Likely Estimate of Percentage who Repeat Purchase <input type="text"/> %	Aggressive Estimate 1 in 5 chance the actual percentage is more than: <input type="text"/> %
--	---	---

19b. Confidence: How certain are you of your **MOST LIKELY** estimate for the percentage who repeat purchase?



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

19c. Details on Basis for Estimate or Source of Data for your percentage who repeat purchase estimate

(Character limit is 180)

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

20a. Estimate Number of Repeat Purchases. How many additional purchases will one final decision makers make within a year?

[See Examples](#)

[Get Estimation Help](#)

You Must Fill in all 3 blocks

<p>Conservative Estimate 1 in 5 will repeat less often than:</p> <div style="border: 1px solid black; height: 20px; width: 80%; margin: 5px 0;"></div>	<p>Most Likely Estimate of Number of Repeat Purchases within a year</p> <div style="border: 1px solid black; height: 20px; width: 80%; margin: 5px 0;"></div>	<p>Aggressive Estimate 1 in 5 will repeat more often than:</p> <div style="border: 1px solid black; height: 20px; width: 80%; margin: 5px 0;"></div>
---	--	---

20b. Confidence: How certain are you of your MOST LIKELY estimate of number of repeat purchases?

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

20c. Details on Basis for Estimate or Source of Data.

(Character limit is 180)

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

21a. Estimate Revenue per Repeat Purchase. How much will one final decision makers spend when making a single repurchase?

[View Relative FAQ](#)

Unit Price: \$

Revenue per Repeat Purchase = Unit Price X Number of Units Purchased by a Final Decision Maker at time of repeat purchase

You Must Fill in all 3 blocks

<p>Pessimistic \$ Estimate - 1 in 5 odds of the \$ being as LOW as:</p> <p>\$ <div style="border: 1px solid black; width: 80%; height: 20px; display: inline-block;"></div></p>	<p>MOST LIKELY Revenue per Repeat Purchase (\$)</p> <p>\$ <div style="border: 1px solid black; width: 80%; height: 20px; display: inline-block;"></div></p>	<p>Optimistic \$ Estimate - 1 in 5 odds of the \$ being as HIGH as:</p> <p>\$ <div style="border: 1px solid black; width: 80%; height: 20px; display: inline-block;"></div></p>
--	--	--

21b. Confidence: How certain are you of your MOST LIKELY estimate of revenue per repeat purchase?

[See Examples](#)

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

21c. Details on Basis for Estimate or Source of Data for your Revenue per Repeat Purchase estimate.

(Character limit is 180)

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

22. LOGIC CHECK

Of the most likely number of final decision makers possible, those who actually purchase will each spend \$(revenue per first purchase) at the time of their first purchase.
% repeat of these purchasers will repeat purchase (number of repeats) times within a year and when they do, they spend \$(repeat revenue) each time they make a repurchase.

Is this logic correct?

- Yes
- No

[Previous Section](#)

[Next Sections](#)

[Latest News](#) | [Innovation Roadshow Dates](#) | [Scholarships](#) | [Brain Brew Radio](#) | [Media Info](#) | [About Us](#) | [Alliances](#) | [Contact Us](#)



©2009-2010. Eureka! Institute. Inc. All Rights Reserved. Used under license by Merwyn Research, Inc. Patents Granted or Pending www.Merwyn.com

Beta Version

Please Help Us Get Smarter! [E-Mail Suggestions Here](#)