



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 6: Goals and Margins

We ask you to make goals and estimate profit margins, so you can compare them with the sales forecast on the report. Also the profit margins are used to calculate a fair market royalty rate.

Save Inputs

Save & Exit Input Page

Submit for Testing

Don't Save & Exit Input Page

**23a. Currently what is your annual sales goal?** How much do you want to sell?

\$  per year *(This response can be Easily Changed at any time)*

**23b. What is your minimum annual sales goal?** What is the lowest amount that you feel would still make it worthwhile to pursue commercialization of the innovation?

\$  per year *(This response can be Easily Changed at any time)*

**24. What industry segment are you currently in or will be in?**

Hint: This is NOT who you are selling to. If you're selling a product then you should have a manufacturing industry code.

Get Expert Advice

See Examples

Add/Edit Segments

**25a. What do you think the NET profit margin (before interest, taxes and depreciation) that your company or a potential licensee will make on your offering?** We strongly recommend using the reference data. This is NOT GROSS profit margin, please use the help above if you plan on trying to calculate the approximate net profit margin.

Get Expert Advice

See Examples

Get Estimation Help

You Must Fill in all 3 blocks

<b>Conservative Estimate</b> - 1 in 5 odds of the % being as LOW as: <input type="text"/> %	<b>MOST LIKELY Producer Net Profit Margin %</b> <input type="text"/> %	<b>Aggressive Estimate</b> - 1 in 5 odds of the % being as HIGH as: <input type="text"/> %
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**25b. Confidence:** How certain are you of your MOST LIKELY estimate of Producer Net Profit Margin?

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

**25c. Details on Basis for Estimate or Source of Data for your Producer Net Profit Margin estimate**

*(Character limit is 180)*

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

**26a. If your product is sold through a reseller, what percent will a reseller take?**

My Product or Service is SOLD DIRECT

See Examples

View Relative FAQ

Get Estimation Help

You Must Fill in all 3 blocks

<b>Lowest Reseller Profit Margin</b> - 1 in 5 odds of the % being as LOW as: <input type="text"/> %	<b>MOST LIKELY Reseller Profit Margin %</b> <input type="text"/> %	<b>Highest Potential Reseller Profit Margin</b> - 1 in 5 odds of the % being as HIGH as: <input type="text"/> %
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26b. Confidence: How certain are you of your MOST LIKELY estimate of Reseller Profit Margin?

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

26c. Details on Basis for Estimate or Source of Data for your Reseller Profit Margin estimate

(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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