



# Hi-Tech Market Validation Services

## INTELLIGENCE THAT DRIVES MARKET SUCCESS

Generating product demand is pivotal for getting to market. Testing your prospective customer response can confirm the viability of your product and how it should be priced and promoted. It can also determine the level of customer service and support required and ensure a positive customer experience once the product is launched.

Technology products that involve hardware have a longer cycle by nature than software only products. Alignment of market acceptance with other development functions helps move the product down the route to market.

PRG's Market Validation Services help you to identify and segment your market, conduct the required testing to optimize your product's launch, meet market penetration goals and improve profitability.

### **Our market validation experts will:**

- Conduct independent, unbiased testing with actual potential customers
- Confirm degree of strengths and weaknesses, often exposing new insights
- Benchmark against the competition and set your goals as needed
- Leverage proven market research processes including qualitative and quantitative testing

### **We help you overcome these key product sales challenges:**

- Low demand despite good product performance
- Products that need substantial and additional expensive development to meet customer expectations
- An inability to gain customer attention, acceptance and access
- Poor or non-existent brand image
- Profitability that is much farther away than expected



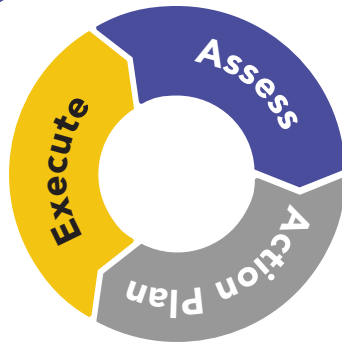
**"PRG reset our thinking  
about what was possible  
and helped us find a new  
channel and route to market.**

**We are ecstatic!"**

--Director, advanced technology center, multinational  
company

**“PRG spoke to target doctors and discovered huge unmet market demand. We had not expected this but the finding was invaluable to our business”**

-- Business Development Strategist, health technology division, global corporation



## HOW IT WORKS

PRG offers a comprehensive process to help your product be successful in the market:

1. **Assess:** We conduct an assessment to determine your device, market and customer validation needs.
2. **Action Plan:** PRG then develops a specific action plan and a practical medical marketing strategy for meeting overall business requirements.
3. **Execute:** PRG can manage your entire go-to-market preparation process:
  - Assess product uptake, positioning, feature-benefit, service requirements, customer experience and branding needs
  - Identify test methodologies that best fit your timeline and goals
  - Find potential customers and early adopters in your target market pool
  - Conduct and manage all aspects of testing
  - Confirm demand for a new category of product, for your existing product or for your brand
  - Verify acceptance from channels of distribution and other stakeholders
  - Interpret data and feedback to understand the customer’s decision-making process and

## KEY BENEFITS

PRG puts customized product and commercialization strategies in place to support all stages of your product lifecycle -- from development and market entry, to expansion and maturity. We help you achieve:

- Faster sales ramp due to strong product-market fit
- Strong market positioning and messaging
- Efficient product development and resource use
- Identification of new market segments and competitive advantages