

KNOW YOUR MARKET

Validation

Market Research

Market Validation

Target Market Identification

Competitive Analysis

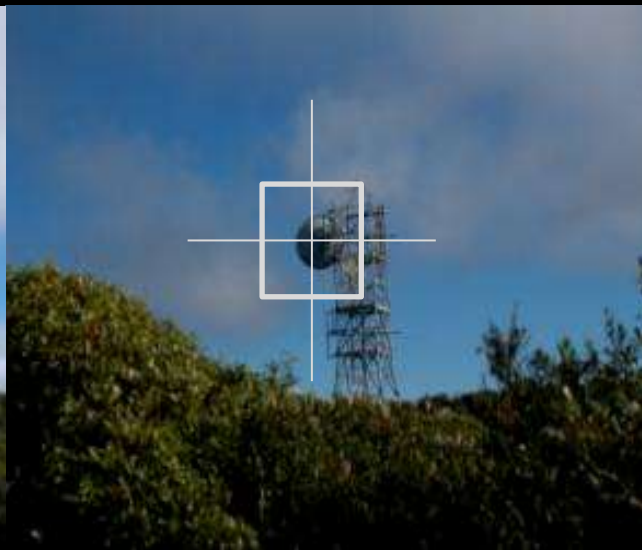
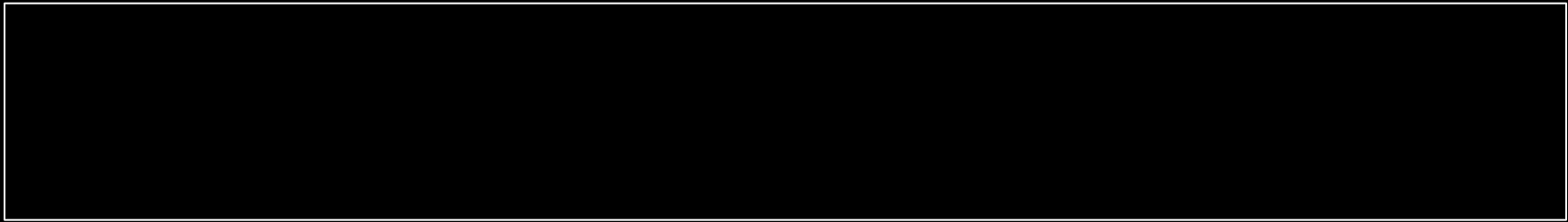


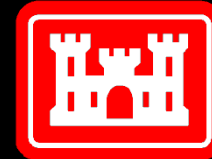
Market Research

10 Things I knew,
and now know to be true

Leon Toorenburg







**US Army Corps
of Engineers®**



It will cost you more than you think

Really, it will



Everyone in the company is in Sales

But I just answer the phone...



Don't market everywhere

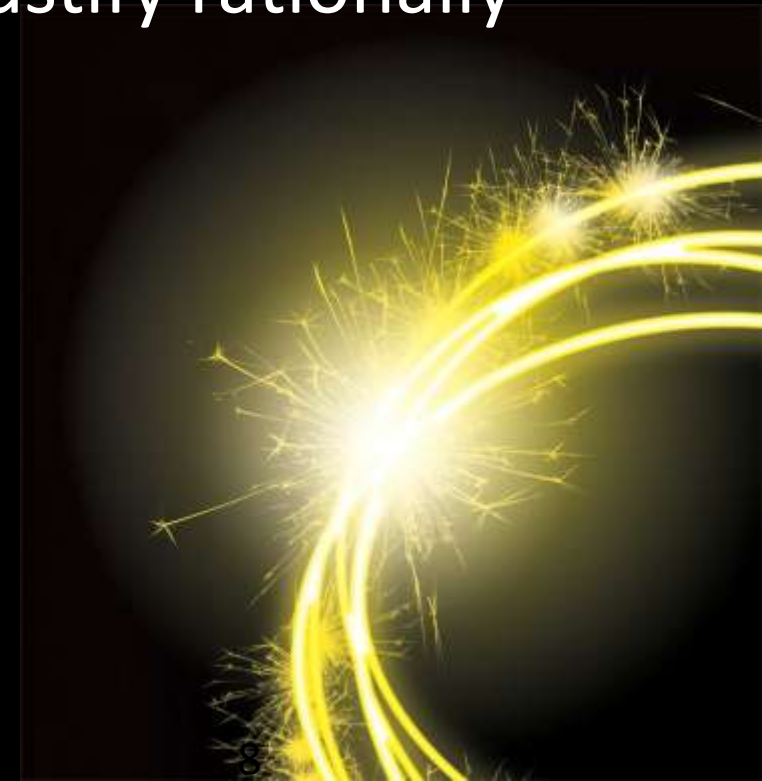
You will get option paralysis

Go hyper local



Being there is everything

People buy emotionally, and justify rationally



Conferences are very important to us

And don't expect to get orders



Sales is a Process

- Define the stages in pipeline
- Monitor ratios between stages –
- Nothing matters more than growing the value of the pipeline



**Nothing matters more
than growing the value
of the pipeline**



Don't have a dog and bark



Most people buy stuff after 8
“touches”

Many sales people give up after 2



The Customer defines a job well done



Crossing the Chasm





MARKET VALIDATION

IN TODAY'S FAST MOVING MARKETS

Barbara Grieve

Business Strategist

Creative HQ,

Wellington's Business Incubator





CUSTOMER DRIVEN DEVELOPMENT

What is market validation?

Validation (n) – *proof, substantiation*

Validation is the act of finding or testing the truth of something

Market validation compensates for most of the risk of entrepreneurship



“Start-ups are about delivering a new product / service in conditions of extreme uncertainty” – Eric Ries, Lean Start-up





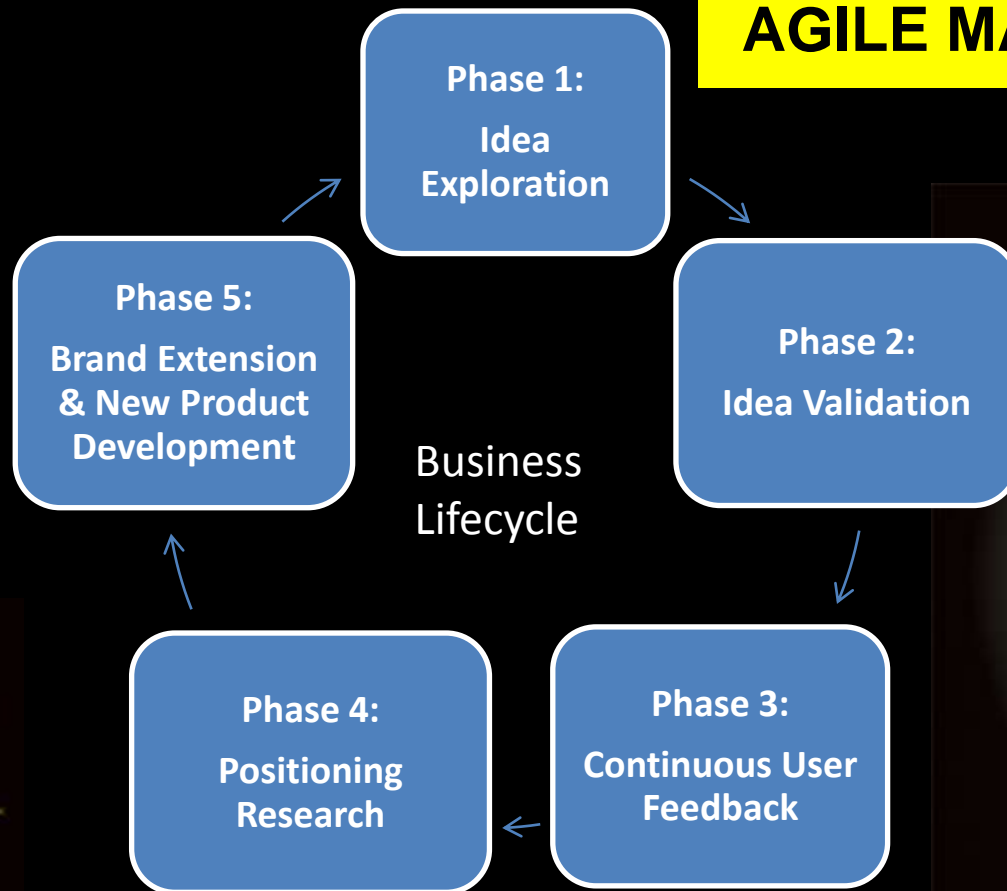
MARKET VALIDATION PROCESS

- List all assumptions about the market
- And the decisions we want to make
- Gather information
- Analyse data
- Construct conclusions
- Make a decision
- Execute





AGILE MARKET RESEARCH





LESSONS LEARNT...

It's not the idea that's important

- *the speed with which entrepreneurs change & iterate in response to feedback ultimately determines their long-term success*

Entrepreneurship is a delicate art of balancing conviction with doubt

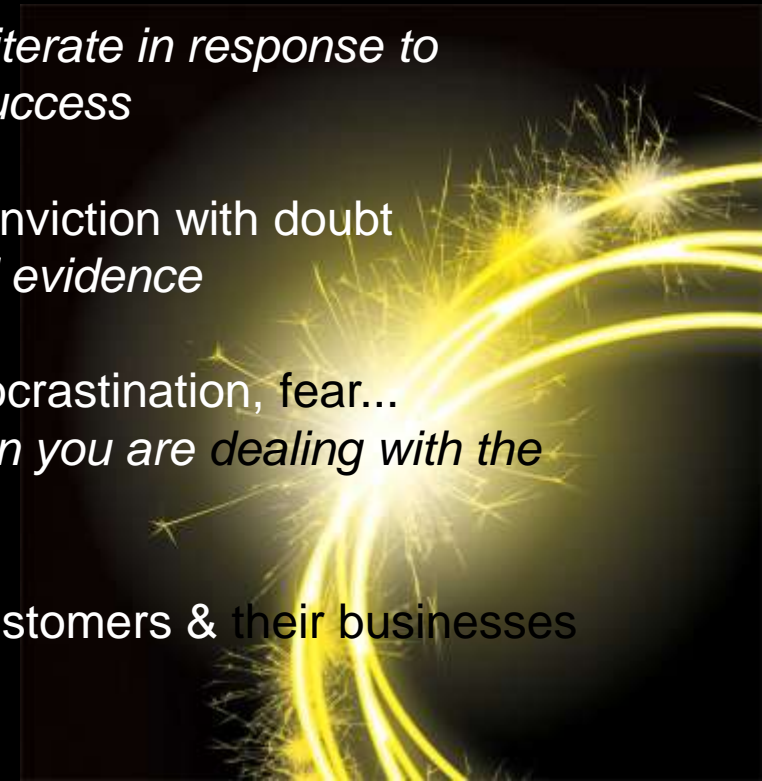
- *good judgement is always backed up with hard evidence*

Progress is inhibited by inertia, perfectionism, procrastination, fear...

- *doing anything is better than doing nothing when you are dealing with the unknown*

There is no excuse for not understanding your customers & their businesses

- *If you don't know, ask!*



Target Market Identification

Mark Pennington
Formway



• formwaydesign





Essentials Knoll



\$670
(height adj arms)

Cella Herman Miller



\$764
(height, width + single arms)

Leak Steelcase



\$798
(height adj arms)

Zody Haworth



\$907
(height adj arms)

Equa 2 Herman Miller



\$987
(height adj arms)

Liberty Humanscale



\$1055
(height + width arms)

Leap Steelcase



\$1199
(high perf arms)

Ambition Allsteel



\$609
(height adj arms, lumbar)

Let'sb Steelcase



\$650
(height adj arms)

Caper Herman Miller



\$725
(fixed arms, flexnet seat)

Reaction Herman Miller



\$783
(height adj arms)

Ambi Herman Miller



\$831
(height adj arms)

Amia Steelcase



\$864

Relate Allsteel



\$940
(height adj arms, upholstery)

Think Steelcase



\$981
(high perf arms)

Liberty Humanscale



\$1055
(fixed height arms, no pref)

Freedom Humanscale



\$1110
(height adj arms, no pref)

Aeron Herman Miller



\$1217
(height adj arms, tilt limit)

Acuity Allsteel



\$1306

Embody Herman Miller



\$1695

Soho Knoll



\$649
(fixed height arms)

Cobi Steelcase



\$???

Energy Allsteel



\$770
(height adj arms)

Diffrient Humanscale



\$???

Embody 2 Herman Miller



\$???

RPM Knoll



\$951
(high perf arms)

Chadwick Knoll



\$973
(height arms, no seat depth)

Sum Allsteel



\$1005
(high perf arms)

Bulldog Knoll



\$1248
(fixed height arms)

SS00 Knoll



\$1295
(height adj arms)

Life Knoll

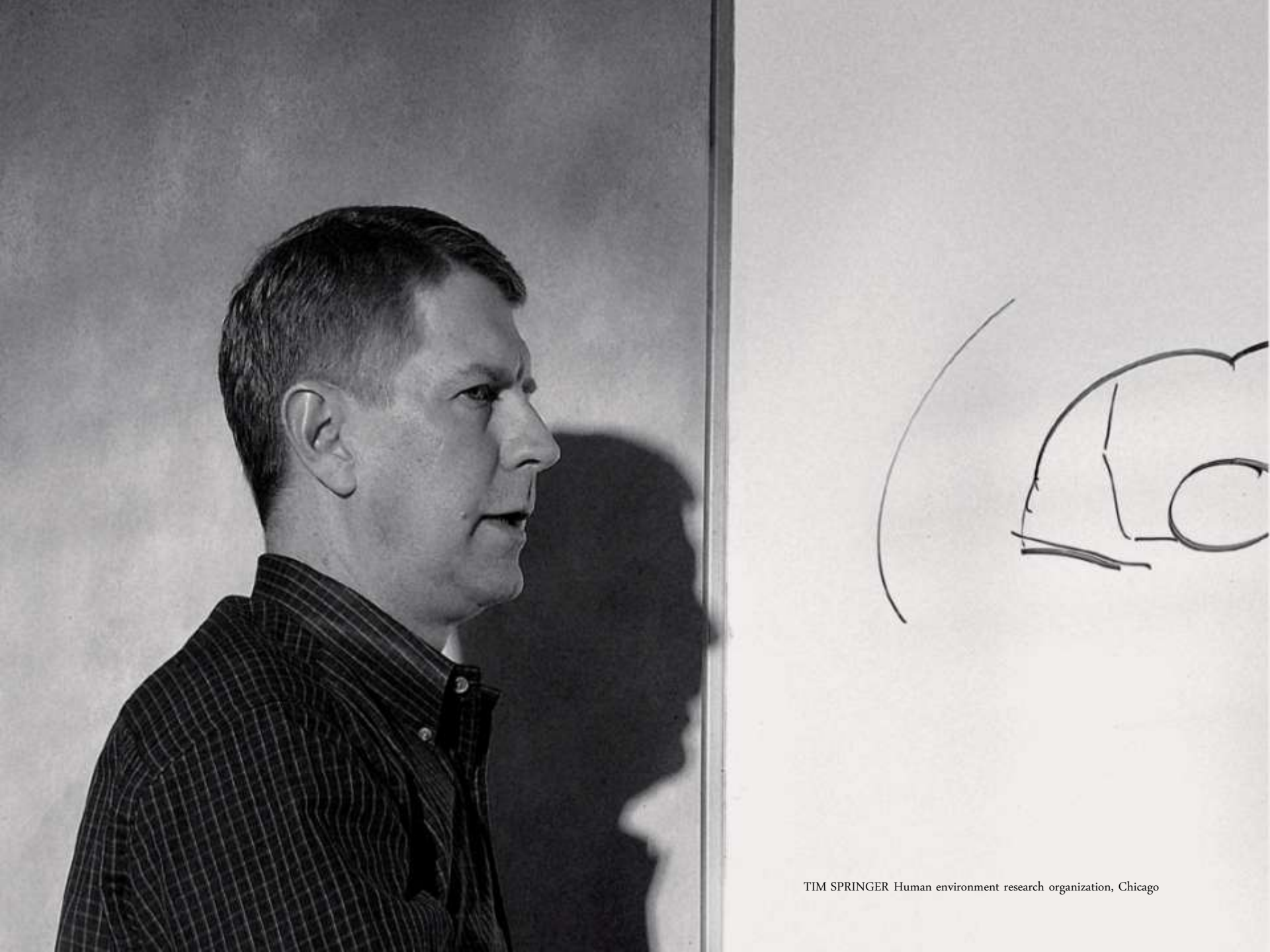


\$1443
(height adj arms)

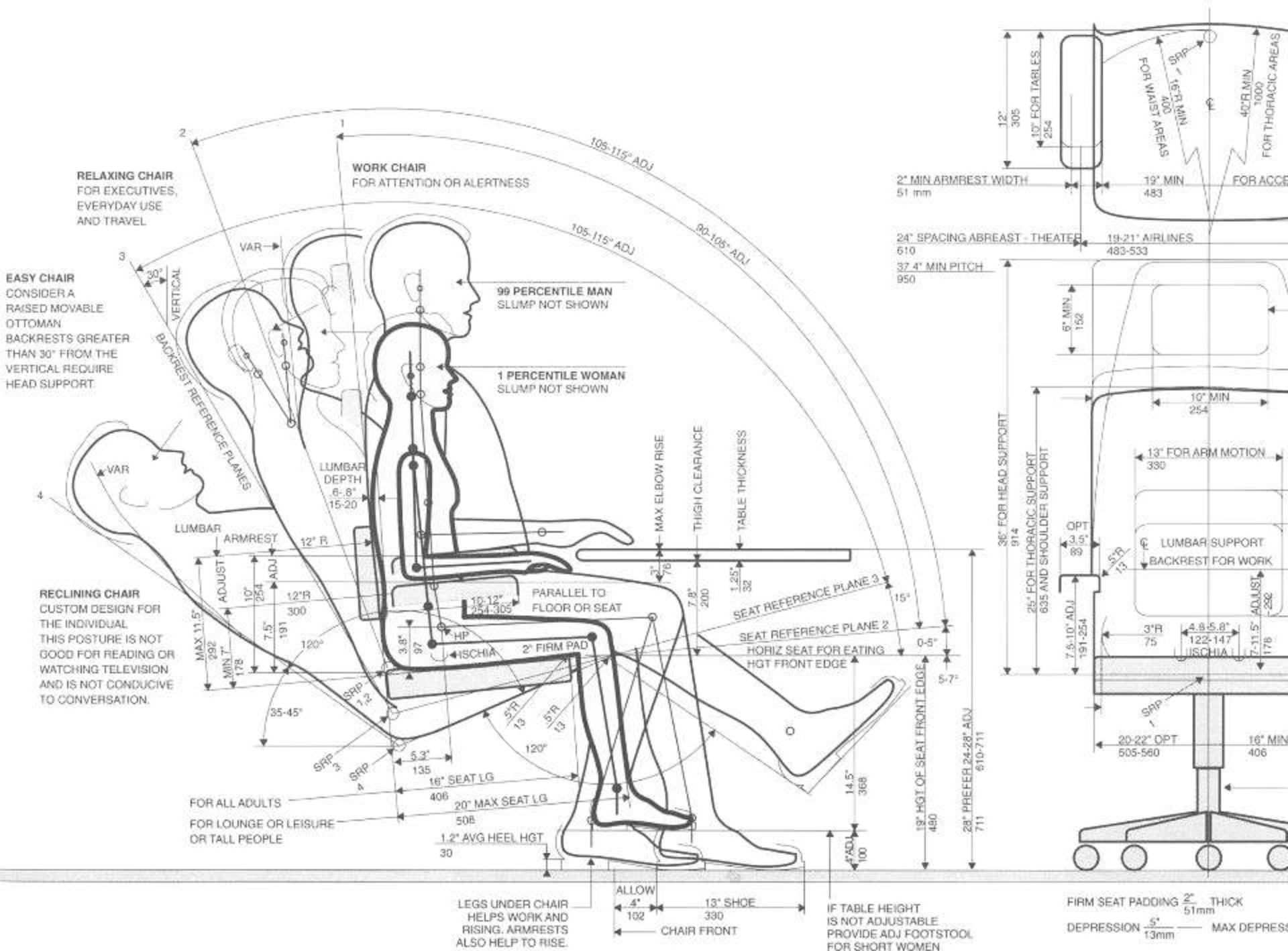


WELLINGTON HESLOW





TIM SPRINGER Human environment research organization, Chicago



RELAXING CHAIR
FOR EXECUTIVES,
EVERYDAY USE
AND TRAVEL

WORK CHAIR
FOR ATTENTION OR ALERTNESS

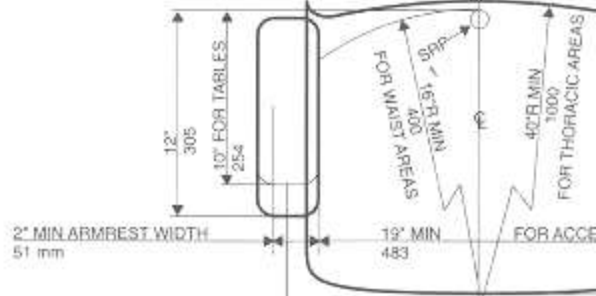
EASY CHAIR
CONSIDER A
RAISED MOVABLE
OTTOMAN
BACKRESTS GREATER
THAN 30° FROM THE
VERTICAL REQUIRE
HEAD SUPPORT.

RECLINING CHAIR
CUSTOM DESIGN FOR
THE INDIVIDUAL
THIS POSTURE IS NOT
GOOD FOR READING OR
WATCHING TELEVISION
AND IS NOT CONDUCTIVE
TO CONVERSATION.

LEGS UNDER CHAIR
HELPS WORK AND
RISING. ARMRESTS
ALSO HELP TO RISE.

IF TABLE HEIGHT
IS NOT ADJUSTABLE
PROVIDE ADJ FOOTSTOOL
FOR SHORT WOMEN

FIRM SEAT PADDING $\frac{2}{51}$ mm THICK
DEPRESSION $\frac{5}{13}$ mm MAX DEPRESS

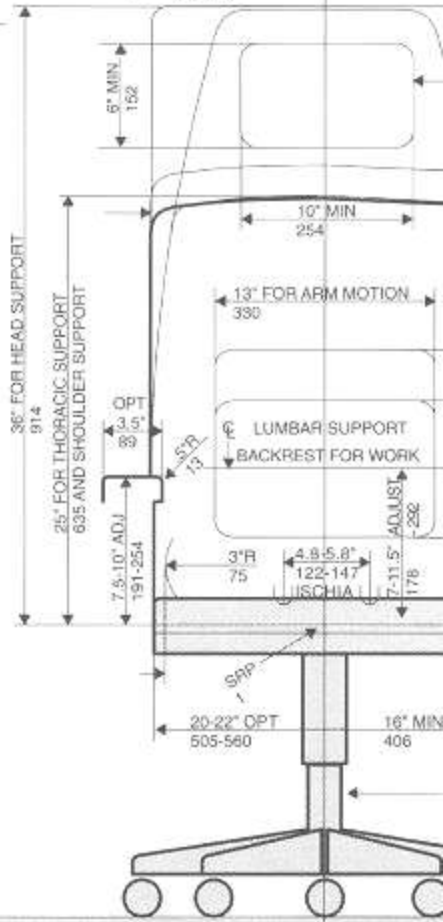


2" MIN ARMREST WIDTH
51 mm

24" SPACING ABREAST - THEATER
610

37.4" MIN PITCH
950

19-21" AIRLINES
483-533



ALLOW 4" 102

13" SHOE 330

CHAIR FRONT

FOR ALL ADULTS
FOR LOUNGE OR LEISURE
OR TALL PEOPLE

LUMBAR

ARMREST

ADJUST

MIN 7" 178

MAX 11.5" 292

35-45°

SRP 1 2

SRP 3

SRP 4

16" SEAT LG 406

20" MAX SEAT LG 508

1.2" AVG HEEL HGT 30

LUMBAR DEPTH 6-8" 15-20

12" R

ADJ 10" 254

ADJ 7.5" 191

120°

SRP 1 2

SRP 3

SRP 4

5.3" 135

120°

16" SEAT LG 406

20" MAX SEAT LG 508

1.2" AVG HEEL HGT 30

13" SHOE 330

CHAIR FRONT

IF TABLE HEIGHT IS NOT ADJUSTABLE PROVIDE ADJ FOOTSTOOL FOR SHORT WOMEN

FIRM SEAT PADDING $\frac{2}{51}$ mm THICK DEPRESSION $\frac{5}{13}$ mm MAX DEPRESS

99 PERCENTILE MAN SLUMP NOT SHOWN

1 PERCENTILE WOMAN SLUMP NOT SHOWN

MAX ELBOW RISE 7" 176

THIGH CLEARANCE 7.8" 200

TABLE THICKNESS 1.25" 32

PARALLEL TO FLOOR OR SEAT

SEAT REFERENCE PLANE 3

SEAT REFERENCE PLANE 2

HORIZ SEAT FOR EATING HGT FRONT EDGE

0-5"

5-7"

13" HGT OF SEAT FRONT EDGE 480

28" PREFER 24-28" ADJ 610-711

14.5" 368

1.2" AVG HEEL HGT 30

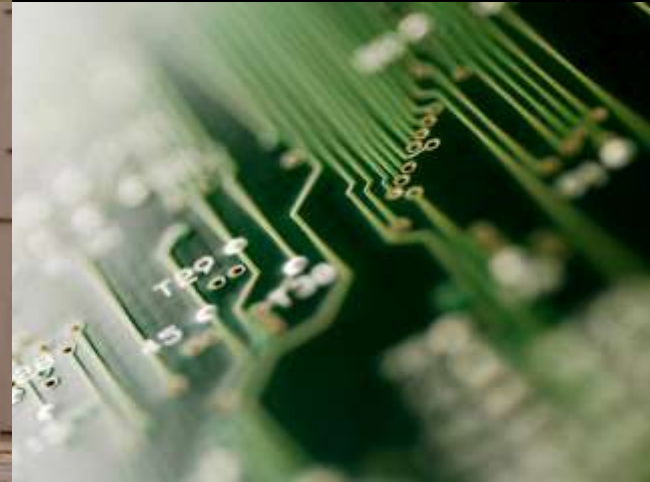
13" SHOE 330

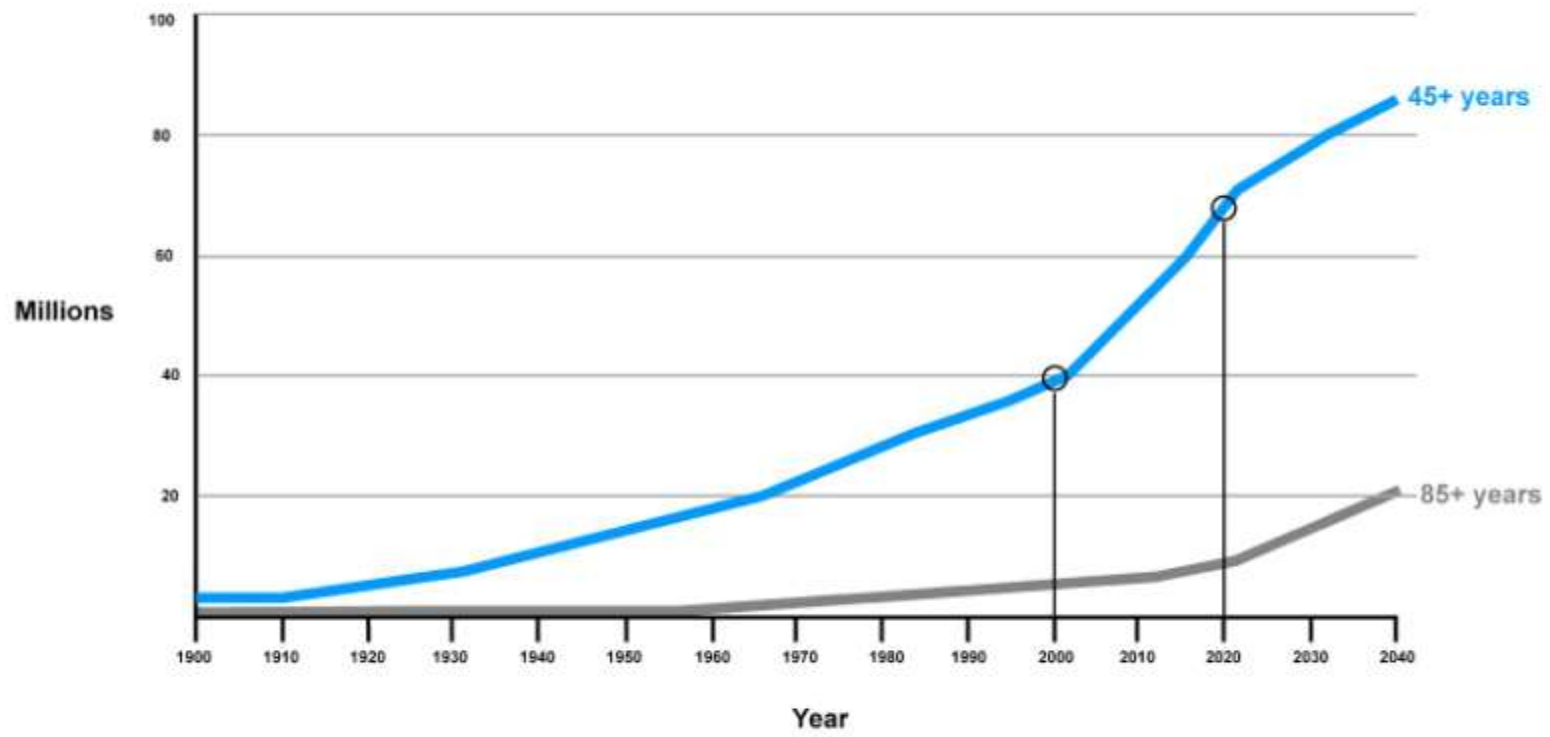
CHAIR FRONT

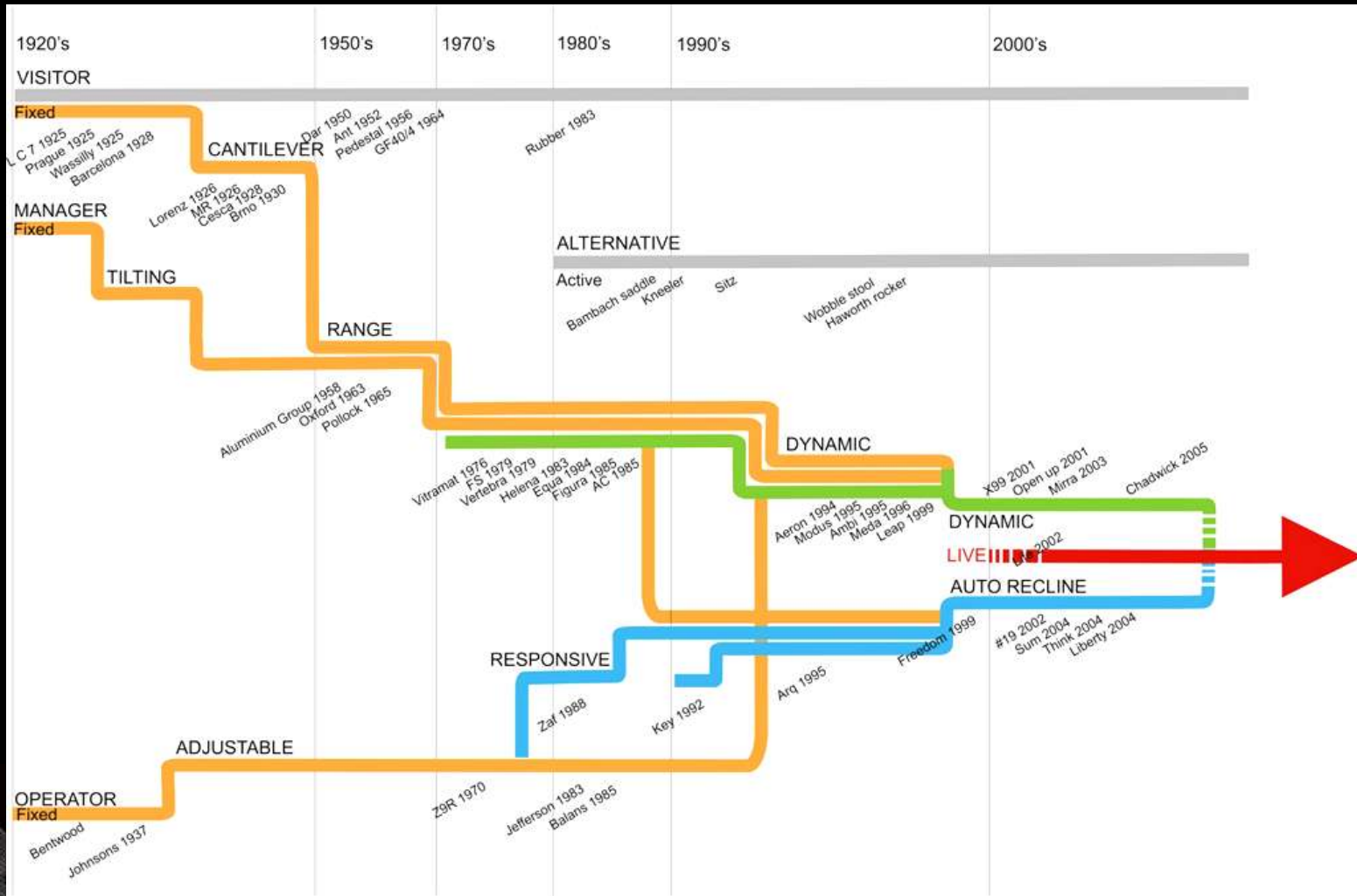
IF TABLE HEIGHT IS NOT ADJUSTABLE PROVIDE ADJ FOOTSTOOL FOR SHORT WOMEN

FIRM SEAT PADDING $\frac{2}{51}$ mm THICK DEPRESSION $\frac{5}{13}$ mm MAX DEPRESS

28" PREFER 24-28" ADJ 610-711











Price



Traditional

Progressive



anMil

OF BRANDS

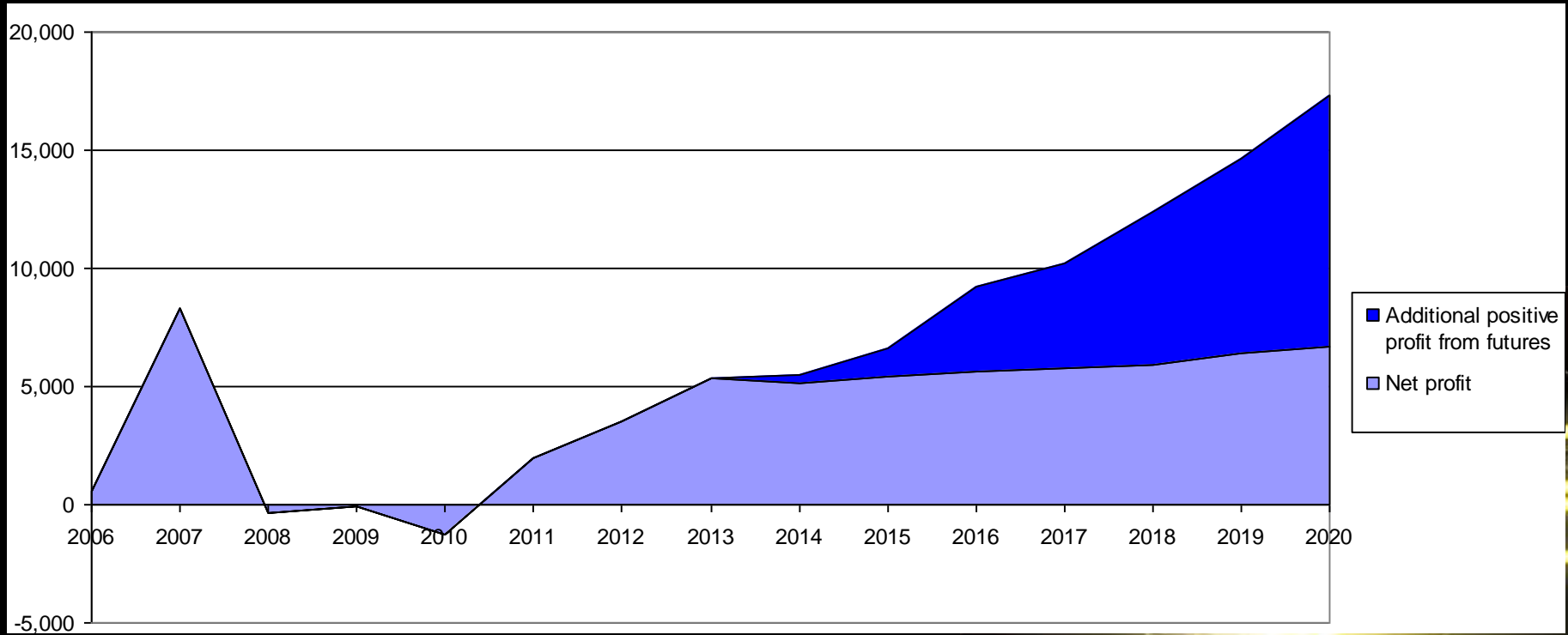
alsteel

NeoCon
Next Step For
Construction

NeoCon
Next Step For
Construction







Knoll ?





Tips:

Knowledge = Gold

Visit Market

Test Market

Understand Trends

Fast track to info source

Proposition and business case assessed



Competitive Analysis

Nick Rowney
3months

