



New Product Market Measure

The New Product Market Measure omnibus survey is an affordable tool designed to capture market sizing data to develop or validate your business model.

- Market size to validate share
- Pricing elasticity to justify resources
- Purchase drivers to deliver on expectations
- Key benefits to refine your selling proposition
- Prioritization of channels

Custom research for 1/5th the cost

What makes NPMM so affordable is that it is conducted for multiple products at a time – either one client with multiple products or multiple clients all with a single product. Pricing is based on a sliding scale so that the more participants sharing the cost, the lower the cost is for each. Each omnibus study can handle a minimum of 4 concepts and maximum of 6.

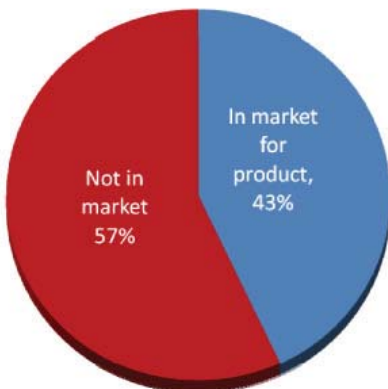
Simple and Fast

By simply completing a short form you can have your study in the field with results available as early as 6 weeks. For more information and to find out if your technology qualifies for participation, contact:

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The New Product Market Measure report will help you answer the following:

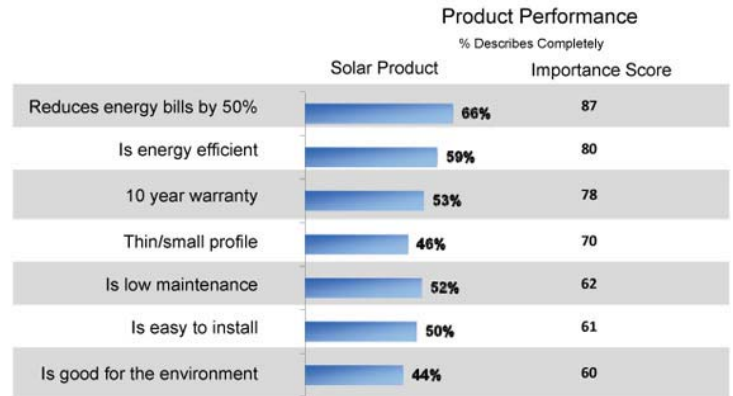
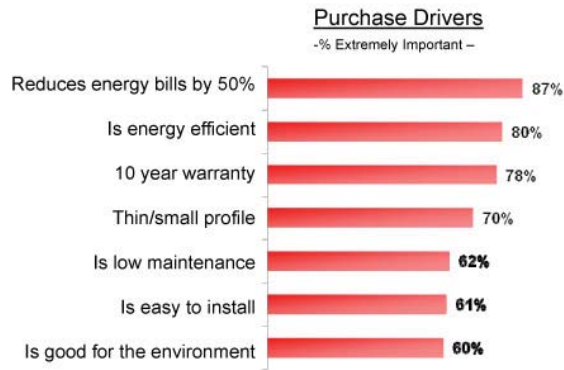


1 Define the **market size** for your product – *how many consumers are in the market for your product category over the next 12 months?*

2 Identify your **pricing curve** to optimize pricing strategy – *At what price point do you generate the greatest purchase intent? At what level does purchase intent drop off?*



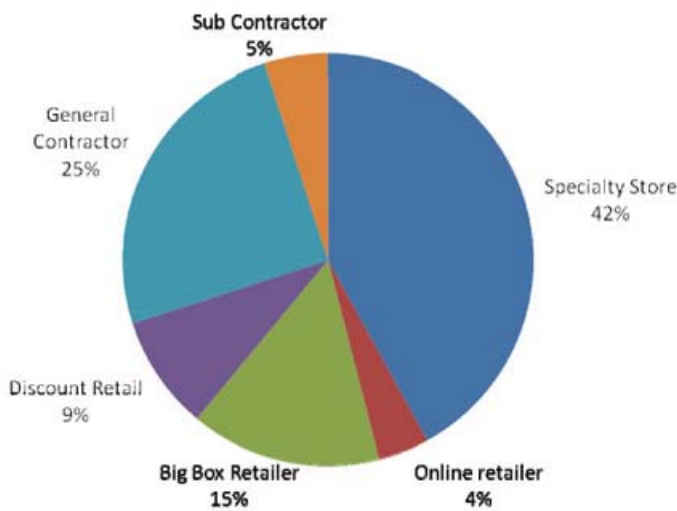
3 Evaluate **product benefits and features** for product positioning and communication – *what are the most important benefits consumers want from your product and how well does your product deliver?*



4 Provide diagnostic data to ensure your product meets market cost of entry thresholds including **value, uniqueness and believability**. *Can you differentiate your product effectively?*



5 Increase launch efficiency by determining preferred **channels** of distribution. *Do you know where and from whom customers want to buy this technology?*



B2C and B2B omnibus pricing:

B2C omnibus pricing:	B2B omnibus pricing*:
\$4000 for 4 concepts	\$7000 for 4 concepts
\$3500 for 5 concepts	\$6000 for 5 concepts
\$3000 for 6 concepts	\$5000 for 6 concepts

*B2B studies will require special sample, prices subject to change. For comparison, typical costs for custom B2C market research range \$10K - \$15K, and for B2B market research ranges \$20K - \$30K.