

Discover key drivers that will shape your future market

Innovare's Market Drivers™ is a powerful first step in front-end discovery. Market Drivers is a deep dive into the marketplace to discover the key factors that will create the future environment. What's happening in the competitive space and the policy sector? What consumer trends, institutional changes, and social and cultural shifts are taking place?

Market Drivers is a discovery process that gives your innovation team insights into what is driving your market today and how it will progress in the future. These insights are used to design customer research and guide strategy, concept, and technology development.

Our process foundation

- Results in better opportunity identification through systematic market exploration
- Draws from efficient and proven team creativity techniques to imagine new ideas and shape them into viable new concepts
- Encourages cross-functional and multi-disciplinary innovation teamwork to create better solutions that target key customer needs and market trends

Market Drivers Delivers

- ➔ Clearly defined market drivers and trends with recommendations for action
- ➔ A shared understanding of the market across the organization, enhancing innovation efforts
- ➔ A knowledge foundation that focuses innovation and promotes value creation
- ➔ The ability to leapfrog the competition by anticipating future market trends

Five-easy steps for team discovery:

1. **Identify sources of influence and expertise.** We plan your Market Drivers workshops by identifying interesting areas to explore and sources of expertise. Specific information-gathering tasks are assigned to our consultants, your team members, and internal and external experts who will be invited to the workshops.
2. **Gather data.** We work together and independently to pull together the widely distributed pockets of information that will be synthesized into key market insights. This may include interviews with industry experts, participation in relevant seminars, Internet research, reviews of company and secondary research material, and more.
3. **Create team briefings.** Team members and invited experts create team briefings on each area of market discovery.
4. **Distill the information.** During focused workshops, team members and invited experts present their briefings, then work together to distill the most valuable pieces of information into key insights.
5. **Share the insights.** To bring the insights to life, the team develops storyboards that show how the new information is affecting the market in terms of implications, opportunities, and threats. These storyboards are used to share the insights among stakeholders and to inform downstream innovation processes.



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Questions answered in a Market Drivers process include:

- ➔ What important factors and trends in the market are shaping the customer and end user's environment?
- ➔ What factors set customer expectations for product or service innovations?
- ➔ What competitive activities and approaches to the market are creating opportunities or challenges?

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