

innovate

- Inspiration
- Problem Scoping
- Organisational Culture Evaluation
- Idea Evaluation
- IP Protection

Ideation



Product Innovation Management

validate

- Customer Profile
- Market Research
- Segmentation
- Competitor Analysis
- SWOT Analysis

Market Analysis

- Buy/Build/ Partner
- Positioning
- Pricing
- Financial Projections
- Business Case

Strategy

Customer Market Technology

Customer Beta Programme Results Resources

review

Customer Metrics Sales

Customer Performance Benchmarks Qualified Leads

Requirements Management

- Stakeholders
- Req Gathering
- Prioritisation
- Product Definition
- Roadmap Signoff

Evangelism

- Thought Leaders
- Presentations
- Customer Case Studies
- Analyst Engagement
- Events / Seminars

Go to Market

- Engineering
- QA
- Marketing
- Sales
- Professional Services
- Channels, Partners

Product Planning

- Metrics
- Go To Market
- Branding
- Launch
- PR
- Upgrade / End of Life
- Portfolio Management
- Marcoms
- Sales / Distribution
- Professional Services

launch

plan