It's all about shaping experiences
Ideate and validate

Innovation is a continuous and complex process and is a big opportunity for growth and staying ahead. That doesn't mean blindly following trends, gut feel or assumptions. We'll help you understand your stakeholders' needs. Users, payers and partners. And to ideate solutions that help solve current challenges they are facing. Ideating and validating, that is how we help you speed up innovation while lowering the risks.

"An opportunity is an idea that has been validated to be both good for the user and good for the company"

A 3-step approach

1. **Problem understanding**
   - Understanding how things work today and how they make people feel

2. **Solution fit**
   - Can we offer a solution that really fits the problem, both functional and emotional

3. **Willingness to buy**
   - Are people willing to buy, validating the effects of reversed pricing techniques and/or first mover advantage for a business model fit

To help you launch faster

After two learning cycles you'll know whether your potential customers recognise the problem you intend to solve. If not, you can confidently stop spending resources on the project. If so, well continue: are potential customers willing to buy your offer? We introduce your solution to potential customers, as if it were launching tomorrow, to see if they like it.

How we do this

Our digital engagement platform ensures fast validation. Think of it as a focus group at your fingertips. We build journeys that validate your insights.

- Our Panel of over 150.000 people gives us the opportunity to select fast and controlled the right people who we will take a long the whole journey while adding new people to it.
- Our digital experience platform enables us to speed up to validate and co create
- Our approach, tried & tested, exists of very accessible and directly applicable tools to quickly scan new business opportunities for your business
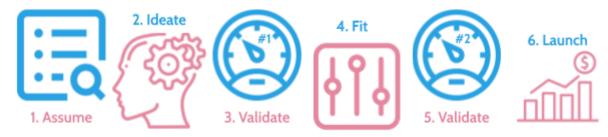
Using Learning Cycles

In 6-12 weeks, or in 3 learning cycles we validate your ideas for innovation.

Each learning cycle starts with a list of assumptions, an ideation workshop and a validation journey. We start by finding out what we know about the market and the needs of the target audience. Together we define what problems and solutions we could offer. And we test on the market. Did we assume wrong? We'll improve. Do we have it right? Let's move on.

So in the 3 step approach we:

1. Use available data, do a workshop, select the audience, validate and conclude
2. In the solution fit we define the offer and validate the different reasons to believe to figure out what is the most promising and has the highest value
3. And when ready to go into beta get the first buyers in and evaluate the buying journey.

A Possible flow

Some Cases

Liberty Global – Ziggo – We validated a b2b problem and found out that the idea they had in mind was not solving a current problem. And found along the way a bleeding neck problem, which in the end was fitting the strategy right now.

Bosch – Incremental Innovation done on a smart home device based on validated problems with the current models – updates were validated both on functional elements and price consumers would like to pay for it.

Heineken– Product was beta-live in the market and consumers were guided through the website and asked for feedback on the ordering process and copy and at the end offered a first mover discount to see if they would buy immediately.