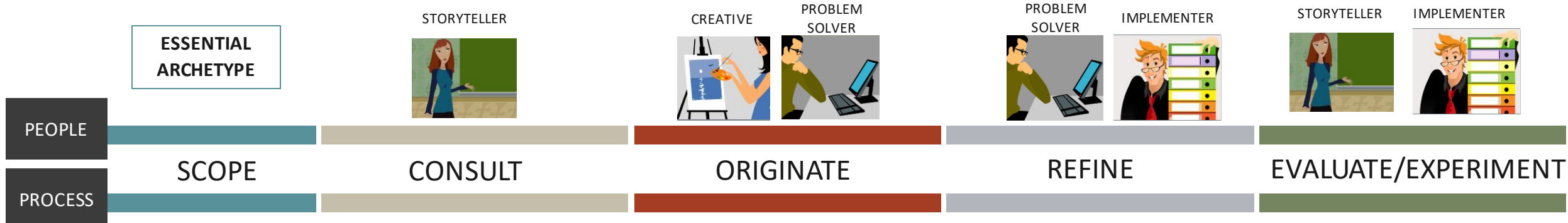


# SCORE

AT-A-GLANCE

## AN AWARD-WINNING PROCESS FOR RAPID PIPELINE FILL

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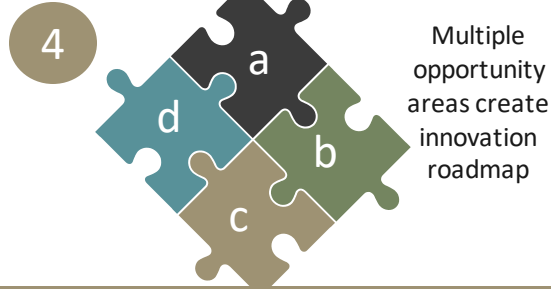
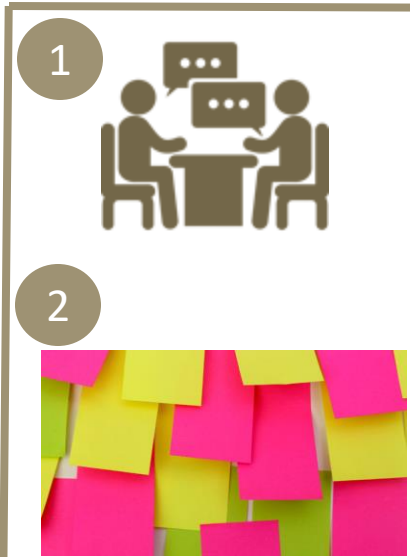


- GOALS**
- Establish innovation guardrails (industry, innovation type, brand, target customer, what is in-bounds and out-of-bounds)
  - Identify gaps in knowledge and build a learning plan
- ACTIVITIES**
- Review business strategy
  - Desk research
  - Market research
  - Competitive analysis
  - Technology scan
  - Trend spotting

- GOALS**
- Build empathy for end user
  - Get team aligned on insights
  - Develop opportunity areas
  - Prioritize opportunity areas
- STEPS**
- Research among stakeholders
  - Generate insights and evaluate insight quality
  - Build opportunity areas by assembling learning
  - Prioritize opportunity areas

**3 OPPORTUNITY AREA**

Information comes from:	
Target	SCOPE/CONSULT
Insight	CONSULT
Rationale	SCOPE/CONSULT
Starter Ideas	CONSULT
Competitor/ Substitute	SCOPE/CONSULT



- GOALS**
- Generate new and unique solutions
  - Develop precepts
  - Prioritize precepts
- STEPS**
- Revisit a priority opportunity area
  - Ideate with internal and/or external stakeholders
  - Develop preliminary concepts



- GOAL**
- Convert precepts into concepts
- ACTIVITIES**
- Stakeholder input
  - Co-creation
  - Small internal workgroup

- CONCEPT
- Visual
  - Insight (Belief/Motivation)
  - Target Audience
  - Value prop: functional benefits and emotional benefits
  - Reasons to Believe
  - Features/capabilities

- GOAL**
- Prioritize concepts for advancement into Stage-Gate®
- ACTIVITIES**
- User/buyer evaluation
  - Feedback on low-fidelity or high-fidelity prototypes.



### SCORE AWARDS

- AMY Award for Marketer of the Year for Market Research Innovation (2014)
- AMY Award for Marketer of the Year Finalist (2013)
- EXPLOR Award for Innovation in Research from TMRE (2012)