



## The organic photographic sensor

This new generation sensor uses a more light-sensitive organic layer than conventional photodiode based sensors.

The objective of the market test was to validate the market's pain point and the innovative nature of the new service provided.

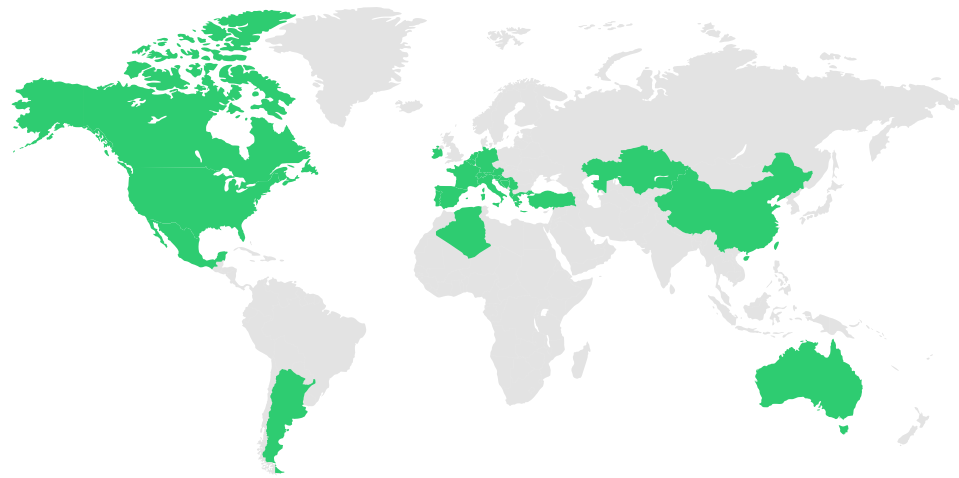
### Project leader

John Doe / [jdoe@umi.us](mailto:jdoe@umi.us)




## Qualified professionals

61 answers




We ask to the market and we collect 61 answers from qualified professionals. Mainly engineers, R&D people or product development managers, also business development services and doctors.


After analysis, we can said we had good market responsiveness in the Automotive sector and from the electronics industry. There is very little interest in medical field. Here are 4 profiles of professionals of particular interest.

 Director of R&D Department  
General Motors




 Operations Manager  
Toyota Boshoku Corp.



 Motor Control and Power Electronics  
ABB

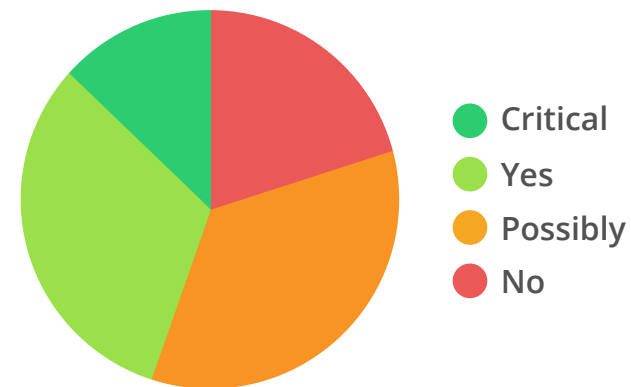


 Product Development Manager  
Intel Corporation



## Market Need

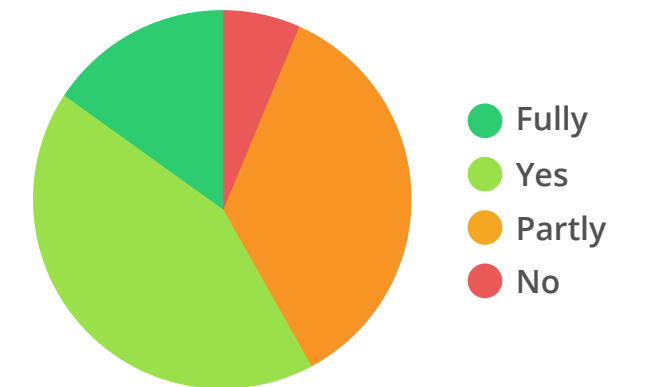
41% of responses are favorable



Absolutely no need for Medical applications contrary to what you assumed. But there is a real pain point in the Automotive sector.

## Relevance

59% of responses are favorable



The market validates the interest of the sensor (including Electronics manufacturers who are very knowledgeable). Some doubts about the announced performances.

## Strengths

42%

Robustness

21%

Precision

8%

Miniaturization

The accuracy of the sensor, which was your main argument, is validated by the market, but professionals mainly highlight its resistance to aggressive conditions

## Objections

70%

Reliability

10%

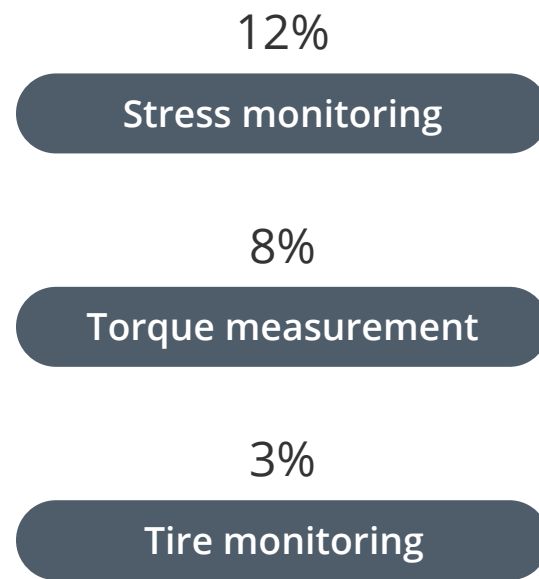
Cost

2%

More details

The challenge is to guarantee a sufficient lifetime and reliability of the measured data. This is the main concern raised by the market.

## Applications



Tire wear monitoring, torque measurement on rotating parts and mechanical stress monitoring on sensitive parts are the most suggested applications.

## Pricing

“ If all benefits are proven, I would pay a 30% premium above my current costs. ”

**Chris Werner**

Leadership in Engineering and Manufacturing

Automotive manufacturers are ready to pay a 10% premium over current costs for the sensor. Other sectors won't pay more than existing solutions.

## Respondent

# 21

professionals in electronic sector

Ford Motor Company, Fiat Automoveis, NTE Electronics, Eurocomp Elektronik GmbH, Instru Electronic Colombia S.A.S.

No doubt for the market you are proposing a totally innovative concept that outperforms existing technologies.

## Expressions of interest

Be a customer

Ford Motor Company, Fiat Automoveis

Participate in development

NTE Electronics, Eurocomp Elektronik GmbH

Be a distributor

Instru Electronic Colombia S.A.S., Intel Corporation

Automotive manufacturers are ready to pay a 10% premium over current costs for the sensor. Other sectors won't pay more than existing solutions.

## Conclusion

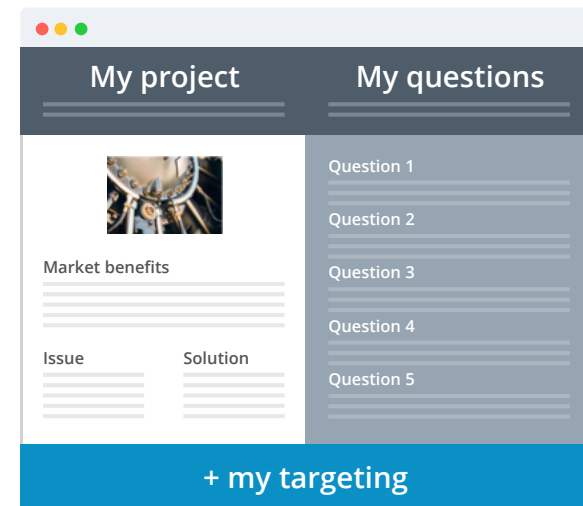
The market confirms that your sensor is a true innovation that outperforms current technologies. A market focus should be done on the Automotive application since it solves a real pain point, whereas medical market, which has no need, should be excluded.

**Alexis Ricolleau**

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Do you want  
to launch a market test?  
[contact@umi.us](mailto:contact@umi.us)

# THE MARKET TESTING TOOL FOR INNOVATION PROJECTS



WORLDWIDE



IN 1 MONTH



50 FEEDBACK



REPRESENTATIVE



OBJECTIVE

## USE CASES OF OUR TOOL

Detecting needs / trends

Validating the market needs

Sourcing innovative solutions

Validating the interest of my solution

Discovering new applications

Targeting the most receptive market

Optimizing my value proposition

Finding partners

Prioritizing an innovation portfolio