

## Product Development Assistance

Through Rowan's unique approach to market intelligence, we can put you in the strongest position to deliver a profitable product that customers want.

- Emotional drivers, form and function
- Pricing & potential profitability
- Competition & market environment
- Test selling & routes to market
- Positioning & sales messages

Developing a great concept and prototype is one thing, creating something that people will pay for, and you can supply at a profit is another. Whether you are a sole innovator or an established business needing help to get your product to the next stage, Rowan can help you get market feedback that reflects the real world.

Rowan's market intelligence is based on interacting with partners and users in a commercial context and will provide the truest picture of market opportunity and customer needs. Often referred to as Voice of the Customer (VoC) activity, you will only get a real feel for the sales potential if you adopt this approach over more traditional research methods.