**PMR Worksheets (3):**

**The Primary Market Research Pledge**

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**Pledge to Serve the Interests of the Customer**

I do hereby solemnly swear to follow the lead of potential customers in the pursuit of a product and/or service while starting and building my startup.

I recognize that I am subject to confirmation bias, and as such will approach primary market research as an opportunity to question assumptions and to search for different alternatives.

I understand that it is not a sign of weakness, lack of intellect, or other shortcoming to modify or completely change the idea with which I started. In fact, I acknowledge that failing to make adjustments is a likely sign of such shortcomings, as consistency comes in second when searching for the truth.

This does not mean it is the customer’s job to design the product, because that job is mine. But I will seek to honestly understand the customer’s needs, wants, pain points, pressures, opportunities and much more to design a solution that will create great value for her and minimize any friction it takes for her to adopt it.

Print name: Chrysis Andreou



Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_10/03/2025\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Primary Market Research Worksheet I: Preparation**  **(Make a new copy of this worksheet for each market segment you analyze)** | | | | |
| I. | **Secondary Market Research Sources and Key Lessons Learned:**  A. Government Procurement White Papers & Agency Reports  - Key Lessons: Agencies require secure, compliant, and scalable research solutions that integrate with existing government IT systems. Data sovereignty and transparency are paramount.  B. Consulting Firm Analysis & Public Sector Case Studies  - Key Lessons: While adoption cycles in government are often lengthy due to formal RFP processes, pilot projects demonstrating clear ROI can significantly accelerate buy-in.  C. Academic and Think Tank Research on Public Innovation  - Key Lessons: Public research agencies emphasize public accountability, political oversight, and the need for systems that can handle large-scale, sensitive data while remaining transparent. | | | |
| II. | **What are the profile(s) of the people you want to engage with?** (e.g., description of end user, economic buyer, champion, industry analysts, influencers; description should be enough to help you identify, find & deselect potential candidates. Can include demographics & psychographics – see Step #3 for more info)  A. 1st Targeted Profile Name: Government Research Scientist  Description: Technical experts working in national labs or agencies (e.g., NASA, NIH). They focus on large-scale research projects and are highly sensitive to security and compliance requirements.  B. 2nd Targeted Profile Name: Policy Analyst  Description: Specialists responsible for analyzing data to inform public policy. They require tools that can process vast datasets securely and provide actionable insights.  C. 3rd Targeted Profile Name: Chief Technology Officer / IT Director  Description: Decision-makers ensuring that new technologies meet rigorous government security standards and integrate with legacy systems.  D. 4th Targeted Profile Name: Procurement Officer  Description: Officials in charge of vendor selection and contract management. They focus on compliance, cost-effectiveness, and long-term scalability.  E. 5th Targeted Profile Name: Public Innovation Manager  Description: Influencers within agencies who drive technology adoption and innovation initiatives, balancing the need for modern tools with public transparency and accountability. | | | |
| III. | **Your General Recruitment Script (be clear on who you are, why you want to engage, what you are asking for):**  Hello, my name is Chrysis Andreou, and I’m working on an AI-driven platform designed specifically to empower government and public research agencies. Our solution uses a secure, multi-agent AI framework to enhance large-scale data analysis and research innovation—all while meeting strict government security, compliance, and transparency requirements. I’d appreciate the opportunity to discuss the challenges you face in your current research workflows and explore how our system might help you achieve better public policy and research outcomes. Would you be open to a brief conversation? | | | |
| IV. | **Initial Candidate List to Contact** | | | |
|  | Name & Contact Info | Profile Type | Source | Why You Want to Engage with this Person plus Any Other Info to Build Rapport |
|  | Dr. Robert Jenkins – rjenkins@nasa.gov | Government Research Scientist | NASA website; industry conference | Renowned for leading high-stakes research projects; his insights on integrating secure AI solutions would be invaluable. |
|  | Ms. Karen Davis – kdavis@nih.gov | Policy Analyst | Recent public policy report; internal referral | Key influencer in data-driven policy-making; interested in tools that can streamline analysis for public accountability. |
|  | Mr. James Carter – jcarter@govtech.gov | CTO / IT Director | GovTech summit; agency directory | Oversees technology strategy at his agency; looking for solutions that ensure high security and seamless integration with legacy systems. |
|  | Ms. Linda Ford – lford@govprocure.gov | Procurement Officer | Government procurement portal; LinkedIn | Plays a crucial role in vendor selection; focused on compliance and cost-effectiveness in long-term technology contracts. |
|  | Mr. Michael O’Neil – moneil@publicinnovate.gov | Public Innovation Manager | Referral from industry contact | Leads innovation initiatives within his agency; highly interested in transformative technologies that can deliver measurable public benefits. |
|  | Dr. Robert Jenkins – rjenkins@nasa.gov | Government Research Scientist | NASA website; industry conference | Renowned for leading high-stakes research projects; his insights on integrating secure AI solutions would be invaluable. |

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| **Primary Market Research Worksheet II: Execution**  **(Make a new copy of this worksheet for each market segment you analyze)** | | | |
| **I.** | **Which profile are you engaging with:** Government Research Scientist (Dr. Robert Jenkins)  **How well does this person fit the profile:** Dr. Jenkins is a leading researcher at NASA, deeply involved in large-scale projects where data security, compliance, and scalable analytics are crucial. His experience makes him an ideal candidate for understanding government-specific challenges.  **Type of engagement (e.g., interview, observation, test, immersion, other):** One-on-one in-depth interview (via video conference or in-person meeting). | | |
| **II.** | **Your General Script/Framework for Engagement (Guidance: Open-Ended 🡺 Qualitative insights/hypotheses 🡺 (if appropriate) Quantitative insights/hypotheses and data) (approximately 5 key items):**  A. Introduction:  - Briefly introduce myself and our AI-driven platform.  - Highlight its design for secure, compliant, and scalable research support tailored for public agencies.  B. Understanding Current Workflows:  - Ask about current research methods, data management practices, and challenges in handling large-scale, sensitive data.  - Explore how existing systems address compliance and security.  C. Exploring Pain Points & Opportunities:  - Probe into specific challenges related to procurement processes, integration with legacy systems, and the demands for transparency in public research.  - Identify areas where a secure AI solution could drive efficiency and better public outcomes.  D. Discussing the Proposed AI Solution:  - Present an overview of the multi-agent AI framework with emphasis on security, compliance, and seamless integration.  - Solicit feedback on potential barriers and the feasibility of pilot programs within a government context.  E. Closing and Next Steps:  - Summarize the discussion and key takeaways.  - Request referrals to other relevant stakeholders (e.g., IT directors, procurement officers) for further insights. | | |
| **III.** | **What did you learn?**  The interview revealed that government agencies face significant challenges related to data security, strict compliance standards, and complex procurement cycles. Dr. Jenkins stressed that while innovation is welcomed, any new solution must seamlessly integrate with existing systems and meet rigorous regulatory standards. There is also openness to pilot programs that can deliver quick wins and measurable benefits. | | |
| **IV.** | **What surprised you?**  It was surprising to learn that despite the traditionally slow procurement processes, there is a notable openness to pilot projects that can quickly demonstrate impact. Dr. Jenkins also highlighted that transparency and public accountability are as critical as technical performance in government settings. | | |
| **V.** | **Which hypotheses did you seem to confirm? How and why?**  - Hypothesis 1: Government agencies require highly secure, compliant systems to handle large-scale, sensitive data.  Confirmed by Dr. Jenkins’ emphasis on security protocols and adherence to regulatory standards.  - Hypothesis 2: Pilot programs with clear, measurable benefits can accelerate adoption even within lengthy procurement cycles.  Confirmed as Dr. Jenkins expressed willingness to consider a pilot if it could demonstrate tangible improvements in efficiency and public impact. | | |
| **VI.** | **Which hypotheses did you seem to invalidate? How and why?**  - Hypothesis: Government agencies are entirely resistant to new technology.  Invalidated because Dr. Jenkins showed a clear interest in innovative solutions provided they address key concerns of security, compliance, and integration. | | |
| **VII.** | **Which hypotheses were you unable to reach conclusions on? Why?**  - Hypothesis: Specific budget allocations for new AI solutions remain unclear.  The discussion did not reveal concrete financial figures due to the complex, multi-year nature of government budgeting and procurement cycles. | | |
| **VIII.** | **What new questions were raised in this engagement?**  - How can we tailor our pilot projects to fully meet stringent government data security and compliance requirements?  - What specific metrics and success stories would most effectively persuade procurement officers and IT directors?  - How can our solution be adapted to integrate smoothly with diverse legacy systems used across different agencies? | | |
| **IV.** | **Additional Future Candidates List Obtained from Current Candidate** | | |
|  | Name & Contact Info | Profile Type | Why does the current candidate think we should engage with this person, plus any other info to build rapport |
|  | Dr. Susan Mitchell – smitchell@nl.gov | Government Research Scientist | Recommended for her expertise in managing large-scale research projects at a national lab; she faces similar data challenges. |
|  | Mr. Daniel White – dwhite@govtech.gov | CTO / IT Director | Noted for his proactive approach to adopting new technology while ensuring compliance; valuable for technical integration insights. |
|  | Ms. Rachel Brown – rbrown@govprocure.gov | Procurement Officer | Recognized for her pivotal role in vendor selection and procurement; can provide guidance on how to position our solution for RFPs. |
| **V.** | **What changes should I make for the next primary market research engagement?** | | |
|  | **Profile Changes:**  - Expand outreach to include more IT directors and procurement officers to better understand technical integration and budget constraints. | | |
|  | **Qualitative Insights/Hypotheses Updated (could be more or less than 3):**  A. Emphasize the importance of transparent data security measures and compliance certifications in all communications.  B. Highlight case studies or pilot successes from similar public sector implementations.  C. Stress the potential for measurable efficiency gains and public accountability improvements. | | |
|  | **Quantitative Insights/Hypotheses Updated (Optional – only if appropriate & you are far enough along) (could be more or less than 3):**  A. Collect specific metrics on time savings and cost reductions during pilot implementations.  B. Explore detailed ROI models tailored to government procurement cycles. | | |
|  | **Script Update:**  A. Incorporate more detailed questions regarding existing government IT infrastructure and data management practices.  B. Prepare to share success metrics and pilot case studies that meet government standards.  C. Request additional referrals to broaden engagement with key decision-makers. | | |
| **VI.** | **Headline for this Engagement:**  Government Agencies Seek Secure, Transparent AI Solutions to Drive Large-Scale Public Research Innovation Amid Complex Procurement Challenges | | |