**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. Industry Analyst Reports & R&D Case Studies  - Key Lessons: Private R&D organizations prioritize rapid prototyping and agile product development. They are highly focused on tools that shorten innovation cycles while reducing costs and risk.  B. Tech Conference Presentations & Corporate Innovation Summaries  - Key Lessons: There is a strong trend toward adopting AI-driven platforms that enhance speed-to-market and foster a culture of experimentation. Integration with existing R&D workflows is critical for success.  C. Internal White Papers & Startup Success Stories  - Key Lessons: Startups and corporate labs alike seek technologies that support collaborative experimentation and provide measurable improvements in product development efficiency. Demonstrated ROI and flexible customization are essential. | | | |
| 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: Corporate R&D Director  Description: Senior leaders responsible for strategic R&D initiatives in large corporations. They oversee innovation labs and are focused on reducing product development time and cost while maintaining competitive advantage.  B. 2nd Targeted Profile Name: Innovation Lab Manager  Description: Managers within dedicated R&D hubs or innovation labs, tasked with rapidly prototyping new ideas and bridging the gap between research and marketable products.  C. 3rd Targeted Profile Name: Startup CTO / Lead Engineer  Description: Founders or senior technical leads at startups engaged in high-tech innovation. They are agile, risk-tolerant, and constantly seek breakthrough solutions that can accelerate product development.  D. 4th Targeted Profile Name: R&D Project Manager  Description: Mid-level managers who coordinate R&D projects across multiple teams, focusing on aligning technical resources with business outcomes and ensuring projects deliver on time and within budget.  E. 5th Targeted Profile Name: Product Development Engineer  Description: Engineers directly involved in the hands-on prototyping and experimentation process. They value tools that simplify complex workflows and enable rapid iteration. | | | |
| 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 developing an AI-driven platform designed to accelerate the innovation cycle in private R&D settings. Our solution employs a multi-agent, reinforcement learning framework that enhances rapid prototyping and product development while integrating seamlessly with your existing workflows. I’m keen to learn about the challenges you face in your R&D process and explore how our tool might help you reduce development cycles and costs. Would you be open to a brief discussion to share your insights? | | | |
| 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. Karen Simmons – ksimmons@techcorp.com | Corporate R&D Director | Corporate website; industry networking | Influential leader in R&D with a proven track record of adopting cutting-edge technology to drive competitive advantage. |
|  | Mr. Alex Rivera – arivera@innolab.com | Innovation Lab Manager | Tech conference; LinkedIn | Known for managing a dynamic innovation lab; actively explores new tools that can accelerate the product development cycle. |
|  | Ms. Olivia Perez – operez@startuptech.io | Startup CTO / Lead Engineer | Startup accelerator event; referral | A forward-thinking technical leader eager to experiment with disruptive technologies; values rapid iteration and ROI. |
|  | Mr. Ethan Lee – elee@r&dsolutions.com | R&D Project Manager | Industry forum; corporate referral | Experienced in coordinating complex R&D projects; interested in solutions that streamline workflow and reduce costs. |
|  | Ms. Priya Desai – pdesai@innovatech.com | Product Development Engineer | Engineering meetup; internal recommendation | On the front lines of product development; seeks tools that simplify prototyping and enable fast-paced experimentation. |

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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:** Innovation Lab Manager (Mr. Alex Rivera)  **How well does this person fit the profile:** Mr. Rivera manages an innovation lab in a mid-sized tech firm and is responsible for overseeing rapid prototyping and product development initiatives. His team is agile, and he is actively looking for technologies that can streamline the innovation process and deliver measurable ROI.  **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:  - Introduce myself and the purpose of the conversation, emphasizing our AI platform’s role in accelerating R&D cycles.  - Briefly outline our multi-agent reinforcement learning framework and its benefits for rapid prototyping.  B. Understanding Current R&D Processes:  - Ask about the current methods for managing innovation and prototyping in the lab.  - Discuss how projects are prioritized and what the key challenges are in reducing time-to-market.  C. Identifying Pain Points & Opportunities:  - Probe into issues such as integration with existing tools, the speed of iteration, and collaboration hurdles.  - Explore areas where AI-driven insights could significantly enhance decision-making and streamline workflows.  D. Feedback on the Proposed Solution:  - Present a concise overview of our platform, highlighting features such as real-time data analysis, automated hypothesis testing, and iterative learning.  - Solicit feedback regarding perceived barriers, necessary integrations, and any additional features that would be valuable.  E. Closing & Next Steps:  - Summarize the conversation and key insights.  - Request referrals to other team members (e.g., project managers or product engineers) who might also provide useful perspectives.  - Discuss the possibility of a pilot program or demonstration tailored to their lab’s needs. | | |
| **III.** | **What did you learn?**  The conversation revealed that innovation labs are under constant pressure to bring ideas to market quickly. Mr. Rivera emphasized the importance of a tool that not only speeds up the prototyping process but also integrates with existing development platforms. Key pain points include coordination across teams, managing iterative feedback, and balancing speed with quality. There is strong interest in solutions that can demonstrate clear, measurable improvements in R&D efficiency and cost savings. | | |
| **IV.** | **What surprised you?**  It was unexpected to find that while there is a strong appetite for innovation, many labs face internal inertia due to legacy systems that are difficult to integrate with new technologies. Additionally, the emphasis on real-time collaboration tools and feedback loops was more pronounced than anticipated. | | |
| **V.** | **Which hypotheses did you seem to confirm? How and why?**  - Hypothesis 1: Private R&D organizations need faster, more integrated tools to shorten the innovation cycle.  Confirmed by Mr. Rivera’s detailed account of the challenges in maintaining rapid iteration while ensuring seamless integration with existing workflows.  - Hypothesis 2: There is a significant demand for demonstrable ROI through pilot projects and clear metrics on cost/time savings.  Confirmed as Mr. Rivera expressed a strong interest in pilot validations that provide measurable improvements. | | |
| **VI.** | **Which hypotheses did you seem to invalidate? How and why?**  - Hypothesis: Private R&D organizations are reluctant to adopt AI-driven solutions due to perceived complexity.  Invalidated because Mr. Rivera showed enthusiasm for AI integration, provided it is designed to work intuitively with current systems and clearly demonstrates value. | | |
| **VII.** | **Which hypotheses were you unable to reach conclusions on? Why?**  - Hypothesis: The exact budget allocation for new innovation tools in private R&D settings.  The discussion did not yield precise financial figures, as budget decisions often vary by project and depend on overall strategic priorities. | | |
| **VIII.** | **What new questions were raised in this engagement?**  - How can our platform be optimized to integrate seamlessly with a variety of legacy systems used across different R&D labs?  - What specific performance metrics (e.g., time savings, cost reductions) would most effectively demonstrate ROI to private R&D organizations?  - How can we tailor collaborative features to support both centralized and decentralized innovation teams? | | |
| **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 |
|  | Ms. Nina Patel – npatel@techinnovate.com | Corporate R&D Director | Known for her strategic vision in driving R&D innovation; recommended as someone who values measurable results and agile solutions. |
|  | Mr. David Kim – dkim@r&dventures.com | R&D Project Manager | Recognized for his ability to manage cross-functional teams; could provide insights into workflow integration and pilot scaling. |
|  | Ms. Zoe Carter – zcarter@productlab.com | Product Development Engineer | Frontline engineer who faces daily challenges in prototyping and iteration; ideal for understanding technical pain points. |
| **V.** | **What changes should I make for the next primary market research engagement?** | | |
|  | **Profile Changes:**  - Consider engaging with more technical leads and mid-level managers to further explore integration challenges and operational constrain | | |
|  | **Qualitative Insights/Hypotheses Updated (could be more or less than 3):**  A. Emphasize the necessity of real-time collaboration features and robust integration with existing development tools.  B. Highlight the potential for significant cost and time savings through streamlined R&D processes.  C. Explore customization options to suit both large corporate R&D labs and agile startup environments. | | |
|  | **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 innovation cycle reductions from pilot studies.  B. Gather data on potential cost savings across different types of R&D organizations. | | |
|  | **Script Update:**  A. Include more targeted questions about current R&D tool stacks and integration pain points.  B. Prepare visual demos or case studies that illustrate successful pilot implementations and measurable ROI.  C. Refine questions to capture specific feedback on collaborative and iterative process improvements. | | |
| **VI.** | **Headline for this Engagement:**  Private R&D Organizations Seek Agile, Integrated AI Tools to Accelerate Innovation Cycles and Enhance Collaborative Prototyping | | |