Tech Product Journey:
A Complex Funnel From Concept to Market Success

Stage	Engagements	Drop
Market Penetration	1000 engagements	
Initial Sales Feedback	1200 engagements	16.7% drop
Product Launch	1500 engagements	20.0% drop
Marketing & Pre-Launch Hype	2000 engagements	25.0% drop
Focus Group Analysis	2500 engagements	20.0% drop
Prototype Testing	3000 engagements	16.7% drop
Prototype Development	5000 engagements	40.0% drop
Detailed R&D	7500 engagements	33.3% drop
Initial Research	9000 engagements	16.7% drop
Ideation & Conceptualization	10000 engagements	10.0% drop