

# Innovation Strategy

## Lesson 1: Developing a new product or service

Getting started

What's the best way to approach developing a new product or service?

Are you ready to start developing your new product or service?

## Lesson 2: The pre-development stage of your new product or service

The pre-development stage

What information will help you develop your product or service?

## Lesson 3: Market research

What can you find out from market research?

Using existing market and industry information

Conducting your specialist research

Finding your sample group

What is the impact of market research choices?

## Lesson 4: Test

Testing your product or service

Discussing how testing can solve problems

Do you need concept testing?

Do you need to prototype?

## Lesson 5: Launch

Your Launch Program

## Lesson 6: Next steps

End of course assessment

Congratulations

Progressing to the next course in *10,000 Women*