



Market Discovery & Validation

Market discovery and market validation initiatives are an indispensable part of your product planning and go-to-market execution, but sorting out what your customers are really telling you and more important what features they will pay for involves more than collecting anecdotal information and survey results. Sometimes there is too much data and not such insight.

Egress help companies bring best practices to the market sensing and voice of the customer challenges by providing “hands-on” services and “how -to” guidance.

We offer “how-to” support in the following areas:

- Successful in-person interviews
- Identifying and capturing quick wins
- Prioritizing and scoring market problems and user stories
- Market validation triage
- Uncovering unspoken buyer’s needs

Key Benefits

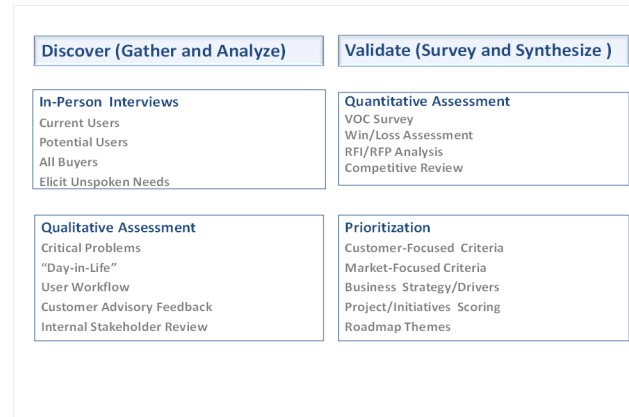
- Standard approach to solicit input from the market and validate against key business criteria.
- Improve the requirements capture process.
- Improve the team’s ability to use customer and market feedback.
- Gain new insight from customer and market validation information.
- Improve sales velocity with better market sensing, positioning and messaging skills.
- Reduce the time from the concept phase to the build phase.

Service Deliverables

While the specific objectives and deliverables will vary for each engagement, here are some example best practices from prior Egress projects.

- Complete assessment of current market discovery and validation process
- Instruct team in best interview and data gathering methods
- Instruct team in prioritization techniques
- Provide data gathering and capture templates
- Provide prioritization tools and templates
- Coach team through a pilot market discovery and validation project

Voice of Market Framework



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