



The organic photographic sensor

This new generation sensor uses a more light-sensitive organic layer than conventional photodiode based sensors.

Project leader

First and last name / projectleader@yourcompany.com

Executive Report of the Market Test conducted from 12/04/2023 to 11/05/2023



Detecting
market needs



Validating
market needs



Sourcing
solutions / suppliers



Identifying
receptive markets



Validating the interest
in my project



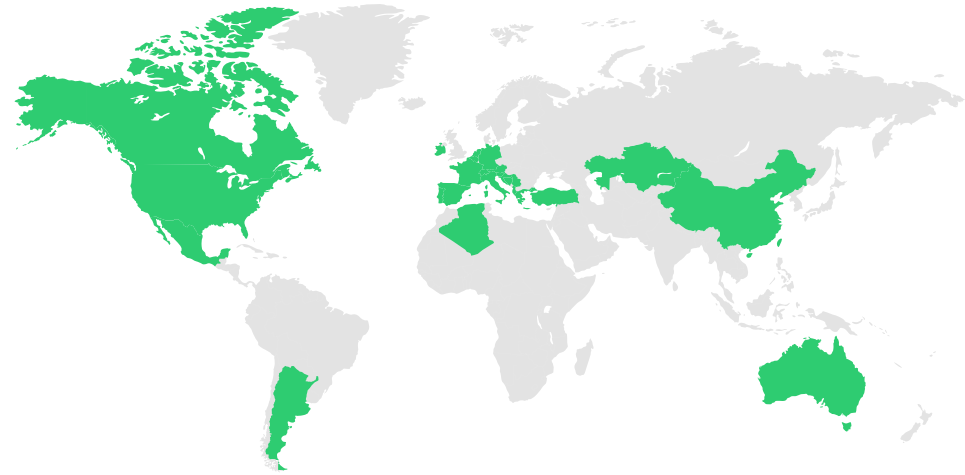
Optimizing
my value proposition

The market




Qualified professionals

61 answers




We asked to the market and we collected 61 answers from qualified professionals. Mainly engineers, R&D people or product development managers, also business development services and doctors.


After analysis, we can say we had good market responsiveness in the Automotive sector and from the electronics industry. There is very little interest in medical field. Here are 4 profiles of professionals of particular interest.

 Director of R&D Department
General Motors




 Operations Manager
Toyota Boshoku Corp.



 **Motor Control and Power Electronics**
ABB

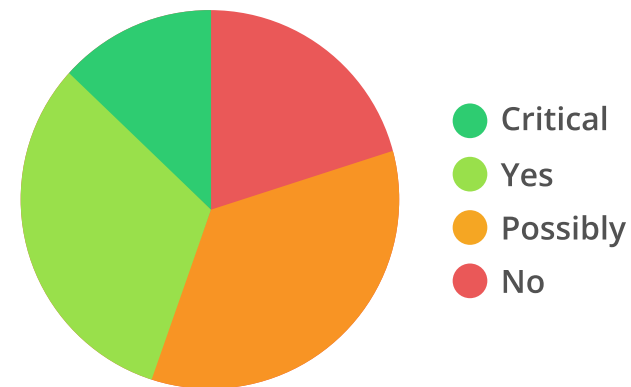


 Product Development Manager
Intel Corporation



Market Need

41% of responses are favorable



Absolutely no need for Medical applications contrary to what you assumed. But there is a real pain point in the Automotive sector.

Strengths

42%

Robustness

21%

Precision

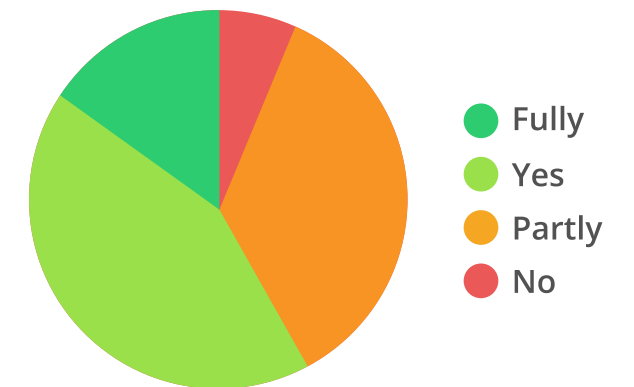
8%

Miniaturization

The accuracy of the sensor, which was your main argument, is validated by the market, but professionals mainly highlight its resistance to aggressive conditions

Relevance

59% of responses are favorable



The market validates the interest of the sensor (including Electronics manufacturers who are very knowledgeable).
Some doubts about the announced performances.

Objections

70%

Reliability

10%

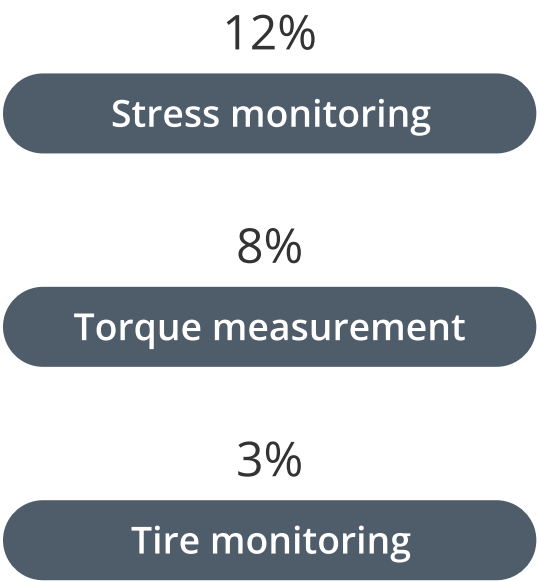
Cost

2%

More details

The challenge is to guarantee a sufficient lifetime and reliability of the measured data. This is the main concern raised by the market.

Applications



Tire wear monitoring, torque measurement on rotating parts and mechanical stress monitoring on sensitive parts are the most suggested applications.

Pricing

“ If all benefits are proven, I would pay a 30% premium above my current costs. ”

Chris Werner

Leadership in Engineering and Manufacturing

Automotive manufacturers are ready to pay a 10% premium over current costs for the sensor. Other sectors won't pay more than existing solutions.

Respondent

21

professionals in electronic sector

Ford Motor Company, Fiat Automoveïs, NTE Electronics, Eurocomp Elektronik GmbH, Instru Electronic Colombia S.A.S.

No doubt for the market you are proposing a totally innovative concept that outperforms existing technologies.

Expressions of interest

Be a customer

Ford Motor Company, Fiat Automoveïs

Participate in development

NTE Electronics, Eurocomp Elektronik GmbH

Be a distributor

Instru Electronic Colombia S.A.S., Intel Corporation

Automotive manufacturers are ready to pay a 10% premium over current costs for the sensor. Other sectors won't pay more than existing solutions.

Conclusion

The market confirms that your sensor is a true innovation that outperforms current technologies. A market focus should be done on the Automotive application since it solves a real pain point, whereas medical market, which has no need, should be excluded.

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Make an appointment to test your market and make your project successful.



umi-innovation.com

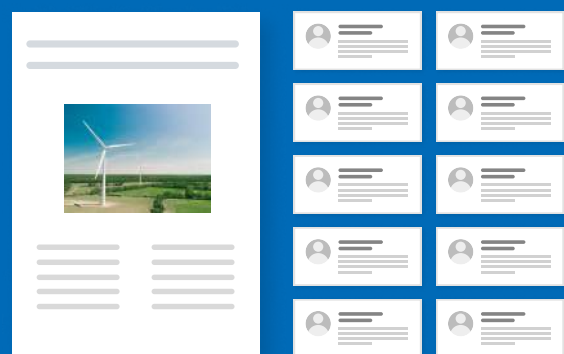
Shape your innovation



WITH REAL TIME MARKET DATA

1

Fill in your project, your questions and your targeting on our application



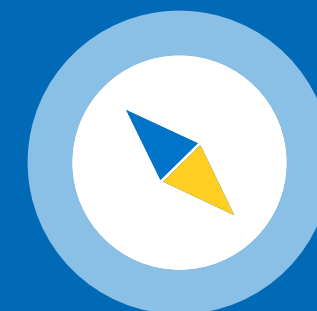
2

We automatically contact stakeholders and collect their feedback



3

Make informed decisions based on market feedback!



REPRESENTATIVE

OBJECTIVE

IN 1 MONTH