

## Market clarification with Norwegian Smart Care Lab

Is there an actual need for your product or service within MedTech or Digital Health? Does it work and who will buy? What obstacles exist for users or assistants to use the technology? We facilitate a panel of experts and actual users to give you professional feedback on your solution. Your company will be challenged and gain valuable insights to help you clarify your market potential.

**Investment:** NOK 20 000 (value NOK 80 000)

**Duration of process:** ~1,5 months

Delivered by Validé

Send email to [marit.h@smartcarecluster.no](mailto:marit.h@smartcarecluster.no) for ordering this package

# Market clarification with Norwegian Smart Care Lab

---

Know your market: NSCL facilitates a process to clarify market potential including a 1.5-hour focus group. The goal is to validate the market potential of the product or service your company provides. A panel of up to 10 participants (hereafter referred to as the participants) with expertise in the product or service area will be recruited.

- Part 1: Participants describe the current situation related to the problem the product / service should solve.
- Part 2: New solution to the problem is briefly described with simple visualizations of the business. The purpose is to enable the participants to understand the solution and to answer the questions in Part 3.
- Part 3: What reflections do participants make about the solution they are presented with? Examples that may be answered are price, counter-performances, what are the biggest gains, what are the biggest limitations etc. The focus group is filmed and / or observed.
- Part 4: The results are processed by NSCL business developer with you. This will contribute to the company's work on a report with recommended follow-up measures.



Norwegian  
Smart Care  
Cluster



# Practicalities

- Target group: Members of Siva supported incubators and business gardens
- Preparation must be submitted 3-4 weeks before completion of focus group
- All participants must sign an NDA
- Total duration: Preparation, implementation and post-work 1.5 months
- Duration, focus group: 1.5 hours
- Location: At a suitable venue in Stavanger.
- Investment: NOK 20 000 \*

\* The value of this package is NOK 80 000. It includes the design of interview / theme guide, recruitment of participants to focus group, implementation / moderation of focus group and assistance in preparation of report including recommended follow-up measures. All prices are excluding VAT



Norwegian  
Smart Care  
Cluster



# Preparation & execution

---

1. Short application explaining the problem to be solved, the company's solution to the problem and the benefit of the project to the company and the community. Responsibility: Company
2. Prepare a 10 - 15 page PowerPoint presentation that covers predefined themes, including a description of the current situation / problem and a new solution to the problem with simple visualizations. Responsibility: Company
3. Theme guide / questions for use in focus group. Derived from the description of information received in paragraphs 1 and 2. Norwegian Smart Care Lab designs theme guides / questions. The time frame for a focus group is 90 minutes. The number of participants is 8 - 10. Within this time frame we can normally deal with 6 - 8 topics. Each topic is formulated as a separate question or several if necessary. The company provides input and approves the guide in advance of implementation. Responsibility: NSCL
4. Recruitment of 8 - 10 participants with expertise in the product / service area. Responsibility: NSCL
5. Find suitable facilitator / moderator for focus group. Responsibility: NSCL
6. Focus group dealing with 6-8 topics. Responsibility: NSCL
7. Final report. Responsibility: NSCL



Norwegian  
Smart Care  
Cluster



# Results & deliveries

---

Results from the Focus group are processed by business developer in Norwegian Smart Care Lab together with company. This will contribute to the company's report with recommended follow-up measures.

Revenue

