

An aerial photograph of a winding asphalt road through a dense green forest. A white car is driving on the road. The text 'Action-focused innovation tracking' is overlaid in large yellow font on the right side. The text 'How to get in the driver's seat?' is overlaid in large yellow font on the left side. The text 'road to innovation success' is written in white along the curve of the road.

Action-focused innovation tracking

How to get in
the driver's
seat?

road to innovation success

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Co-Founder at Veylinx

1. **Setting the scene on tracking and innovation**
2. **From rearview mirror to steering wheel**
3. **Introducing value as a metric**



QUESTION:

**Does your organisation use
innovation tracking?**

QUESTION:

**Can innovation tracking be
better?**

Only 1 out of 4
researchers are **satisfied with their**
innovation tracking methods

THE CHALLENGES

"Clear on what's happened, not always clear on why."

"We don't always understand the reasons behind our failures."

MISSING ELEMENTS

"Actual consumer usage vs. shopper. Who is actual user? Is this providing value?"

"Better understanding of the right indicators to use for tracking post-launch."

REARVIEW MIRROR OR STEERING WHEEL?



INNOVATION COMES IN MANY FORMS

**Product
Launch**

Repositioning

**Brand
Launch**

**The launch is not the
end, but the start of a
journey towards long
term success**

WHEN SALES PERFORMANCE IS THE MAIN KPI



INTRODUCING VALUE AS A KPI



AN ADDITION TO BYRON SHARP'S PRINCIPLES

Mental Availability



Physical availability



AN ADDITION TO BYRON SHARP'S PRINCIPLES

Mental Availability



Physical availability



VALUE IS THE CRUCIAL EARLY STAGE KPI



LAUNCH ACTIVITIES



VALUE TO (RE) PURCHASE

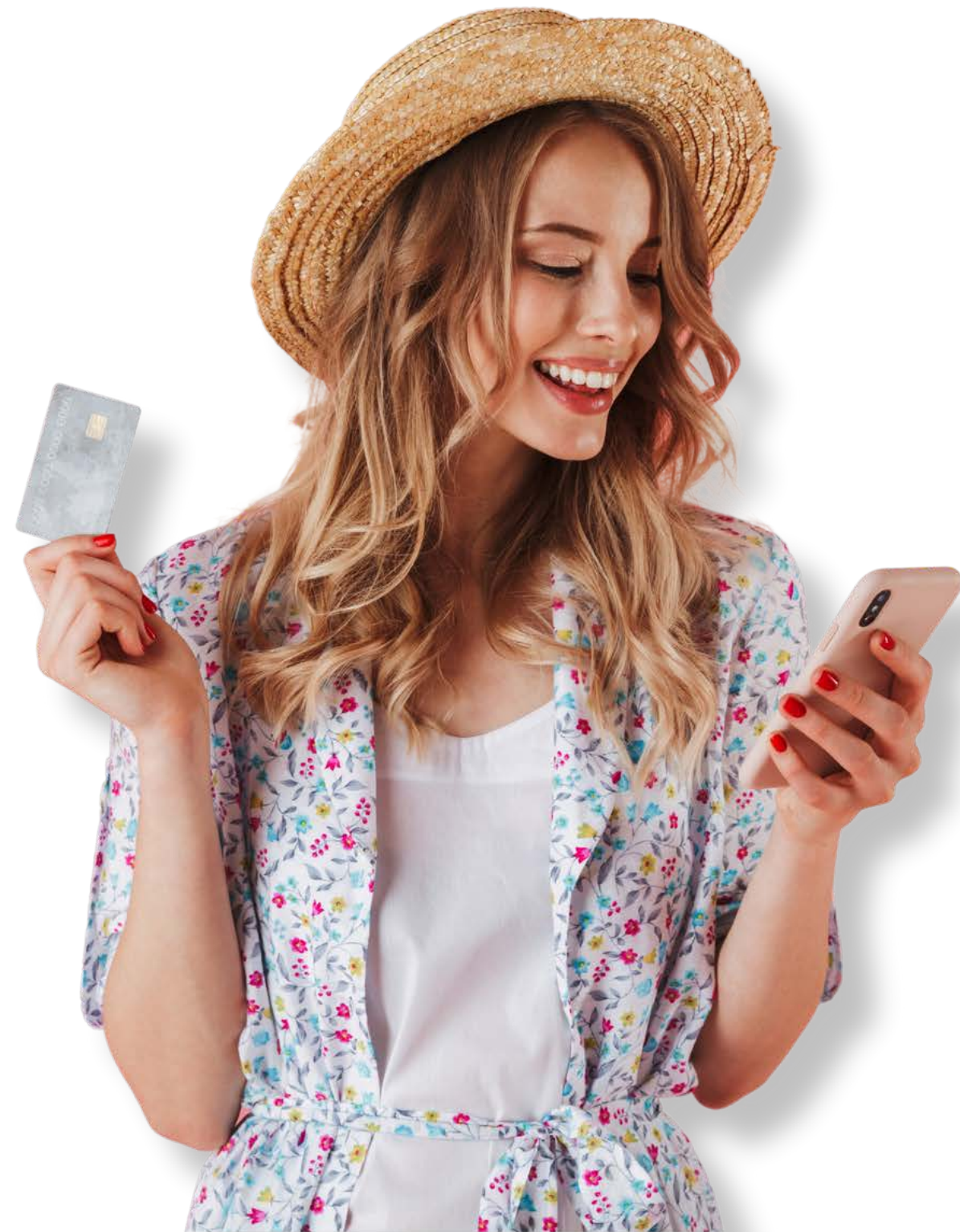


veylinx

TRACKING VALUE DEVELOPMENT



TRADITIONAL CLAIMED RESEARCH DOESN'T REVEAL TRUE BEHAVIOR



To understand
perceived value




Need behavioral
insights

HOW VEYLINX MEASURES VALUE

1 Exposure to a product


Please review the product you will be bidding on



Continue to auction

2 Sealed bidding process reflecting consumer value of the product

Please submit your bid now




£ 1.43

Place bid

3 If the product is available, winning consumers pay and receive the product

Congratulations!

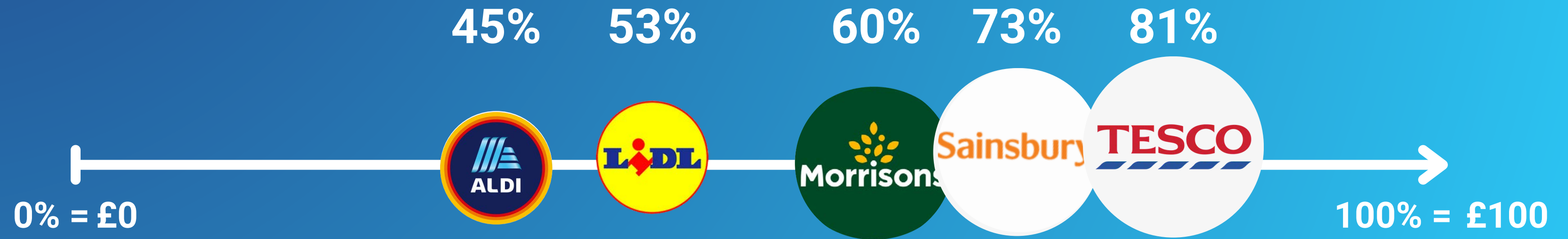


Your bid was above the selling price and you have been selected as a winner.



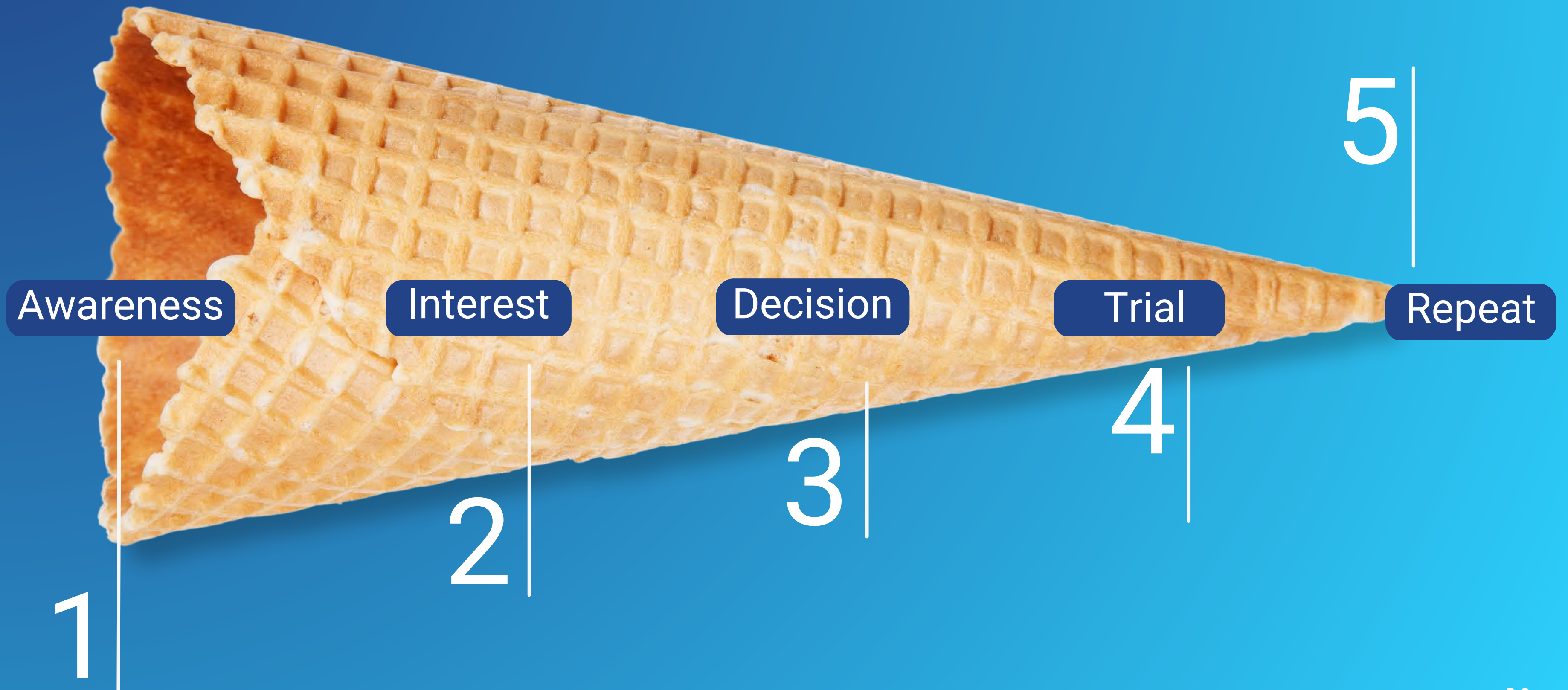
What do gift cards have to do with brand value?

BRAND VALUE MEASURED BY A GIFT CARD AUCTION



Example data for illustrative purposes only

MENTAL & PHYSICAL AVAILABILITY AT EACH STAGE














NEED TO TRACK ALL THREE TYPES OF METRICS

**Physical
Availability**

**Mental
Availability**

**Value
Development**

THE FUNNEL MATRIX --> ACTIONABLE INSIGHTS

	Awareness	Interest	Decision	Trial	Repeat
Physical availability					
Mental availability					
Value					

VEYLINX INNOVATION TRACKER OUTPUT

FUNNEL METRICS



VALUE DEVELOPMENT



DRIVERS & BARRIERS



RECOMMENDATIONS



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- 📍 Improve data quality with a behavioral approach
- 📍 Add Value Metric to your mix for an early evaluation
- 📍 Funnel Matrix for actionability at every innovation stage

QUESTIONS?