

ADDENDUM:

QUESTIONNAIRE: INNOVATOR ©

ASSESSING THE LIKELY COMMERCIAL SUCCESS
OF IDEAS AND INVENTIONS. (PROBABILITY)

Answer each question by drawing a neat circle (O) around a number in a shaded block or write your answer in the shaded space provided.

Respondent
Group

V1	<input type="text"/>	<input type="text"/>	<input type="text"/>	1-3
V2	<input type="text"/>	4		

Demographic information

a. What is your gender?

Male	1
Female	2

V3 5

b. What is your age in completed years?

V4 6-7

c. What is your home language?

V5 8-9

d. What is your race?

V6 10-11

e. What is your Academic year of study?

V7 12-13

f. What is Degree/Diploma do you possess?

V8

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 14-15

g. Shortly describe any current/previous entrepreneurial ventures established.

V9

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 16-17
V10

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 18-19
V11

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 20-21

Group A: Effects on Society

1. Legality

In terms of relevant laws regulations and industry standards (particularly relating to product safety and risk), this invention will:

Adequately meet all legal requirements	5
meet most legal requirements	4
Need further legality and/or safety checks	3
Need some major modifications	2
Fail to meet the legal requirements	1

V12 22

2. Safety

This invention, process or product will probably be:

Quite safe if used under normal operating conditions	5
Safe if used properly and according to instructions	4
Safe if the user is properly trained/qualified	3
Unsafe unless modifications are made	2
quite dangerous in its present form	1

V13 23

3. Environmental impact

In terms of its effects on the environment (e.g. through excessive energy usage, pollution, misuse and/or waste of vital resources, etc.) this invention:

Should contribute to an improved quality of life	5
may result in some environmental improvements	4
should have little or no adverse effect	3
could create some minor environmental "damage"	2
may seriously damage the environment	1

V14 24

4. Societal impact

In terms of its impact on the welfare of society at large (or on some identifiable part of it), this invention:

will have considerable benefits for society generally	5
should benefit some sections of the community	4
may be of some benefit to society	3
should have little or no effect on society	2
may have some detrimental effects	1

V15 25

Group B: Business risk

5. Technical/functional feasibility

Thorough testing, to assess whether or not the invention will work as it is intended to do, shows that it:

works reliably under all normal operating conditions	5
works satisfactorily if used according to instructions	4
will work if used with care by an expert	3
has some technical problems which need to be solved	2
does not work properly yet	1

V16 26

6. Production feasibility

In terms of availability of materials, equipment and other resources, and know-how of the technical processes needed, production of this invention has:

no problems and can start immediately	5
minor problems which may lead to brief delays	4
minor problems, and delays of several months are likely	3
serious problem leading to delays of at least six months	2
many serious problems and cannot start for at least a year	1

V17 27

7. Stage of development

This invention, at least in the form of a fully working prototype, has:

no technical problems, and is complete or almost complete	5
some problems but should be completed within three months	4
some problems but should be completed within six months	3
some major problems and may be completed in nine months	2
an uncertain amount completion date, but is at least a year away	1

V18 28

8. Development cost

Total funding needed to cover all likely development costs, and to bring the invention to the point of being ready to market or use, is estimated to be:

minimal, available, and not cause any cash flow problems	5
light, probably available, with minor cash flow problems	4
moderate, probably available, but with debt servicing problems	3
fairly heavy, not easy to get and hard to service	2
substantial, and fairly difficult to get and to service	1

V19 29

9. Payback period

The period needed to recover the overall investment in developing the invention is likely to be:

under one year	5
one to three years	4
four to six years	3
seven to nine years	2
ten years or more	1

V20 30

10. Profitability

Expected revenue from selling this invention should cover all relevant direct and indirect costs, and earn average annual pre-tax profits:

in excess of 30%	5
of between 25 and 30%	4
of between 20 and 25%	3
of between average bank interest and 20%	2
below the current bank interest rate	1

V21 31

11. Marketing research

The research needed to make the invention "market-ready", and to properly and accurately assess its likely success in the market, will probably be:

no problem and therefor inexpensive	5
fairly straightforward and at reasonable cost	4
moderately difficult and expensive	3
rather difficult and expensive	2
very difficult and therefor very costly	1

V22 32

12. Research and development

The technical research and development needed to bring the invention to the stage of being ready to produce is expected to:

be quite easy	5
be reasonably straight forward	4
show up some problems	3
prove rather complicated	2
be very difficult	1

V23 33

Group C: Analysis of demand

13. Potential market

The total market for this type of invention or product would appear to be:

very large	5
quite large enough to ensure success	4

V24 34

adequate to give a viable market share	3
just adequate (and will need some aggressive marketing)	2
very limited (very much specialised and/or local)	1

14. Product life cycle

The life cycle of this invention or product is expected to be:

at least ten years	5
between six and ten years	4
three to six years	3
one to three years	2
under one year	1

V25 35

15. Potential sales

Expected total sales revenue from this product or invention during its expected life cycle is likely to be:

very large (over R15 million)	5
quite substantial (between R5 and R10million)	4
most satisfactory (between R1 and R5 million)	3
adequate (between R250 000 and R1 million)	2
small (probably under R250 000)	1

V26 36

16. Likely trend in market

The market demand for this type of invention or product seems to be:

growing rapidly	5
growing at moderate speed	4
growing, but slowly	3
fairly stable	2
falling	1

V27 37

17. Stability of demand

Fluctuations in market demand for this invention or product are expected to be:

minor and easily predicted	5
minor to moderate, and fairly easy to predict	4

V28 38

moderate and usually predictable	3
moderate to large, and difficult to predict	2
fairly large and quite unpredictable	1

18. Potential product-line expansion

The potential for additional products, models, lines, styles, qualities, price ranges and other variations is:

excellent	5
quite good	4
uncertain	3
limited to minor modifications only	2
virtually nil	1

V29 39

Group D: Market Acceptance

19. Learning

The amount of learning and practice needed for correct and safe use of the invention or product is:

very little - minimal instructions needed	5
quite manageable	4
moderate	3
quite considerable	2
extensive and quite demanding - instructions are detailed	1

V30 40

20. Need

The "level of need" filled by this invention or product (i.e. its "level of usefulness") is:

very high	5
high	4
moderate	3
low	2
very low	1

V31 41

21. Dependence

The extend to which the sale or use of this product or invention depends on its linkage(s) with other products or processes is expected to be:

very low - it is quite independent	5
low - it is fairly independent	4
moderate - depends somewhat on other products or processes	3
high - depends heavily on other products or processes	2
very high - can only work with other products or processes	1

V32 42

22. Visibility

The advantages or benefits of this invention or product to likely users are:

highly visible	5
fairly obvious to most	4
moderately obvious - some users may need help	3
barely visible - most users will need help	2
not obvious - all users will need detailed demonstration	1

V33 43

23. Promotion

The costs and effort needed to promote the major features, advantages and benefits of this invention or product are likely to be... compared with expected sales:

very low	5
fairly low	4
Moderate	3
somewhat high	2
very high	1

V34 44

24. Distribution

The costs and difficulty of setting up effective distribution channels for this product or invention will probably be... compared expected sales:

very low	5
fairly low	4
moderate	3
somewhat high	2
very high	1

V35 45

25. After-sale service

The cost and difficulty associated with providing good after-sales service for this product is likely to be... compared with expected sales:

very low	5
fairly low	4
Moderate	3
somewhat high	2
very high	1

V36 46

Group E: Competitive Advantage

26. Appearance

In comparison with its competition and/or substitutes, this product's appearance will be:

highly attractive	5
reasonably attractive	4
of average appearance	3
rather lacking in visual appeal	2
inferior, with little customer appeal	1

V37 47

27. Function

Compared with competitors and/or substitutes, the performance of this product, invention or process will be:

much superior	5
somewhat superior	4
similar	3
somewhat inferior	2
much inferior	1

V38 48

28. Durability

Compared to its competitors and/or substitutes, the durability and reliability of this invention or product is likely to be:

much superior	5
somewhat superior	4
similar	3
somewhat inferior	2
much inferior	1

V39 49

29. Price

Compared with its competition and/or substitute products, the selling price of this product or invention will probably be:

considerably low	5
somewhat lower	4
about the same	3
somewhat higher	2
considerably higher	1

V40 50

30. Existing competition

Competition from existing firms, products, processes or inventions is expected to be:

virtually non-existent	5
weak at present, but needs careful monitoring	4
moderately strong - need to be alert to potential threat	3
strong enough to be a potentially serious threat	2
very severe, making a viable market share hard to achieve	1

V41 51

31. New competition

Competitive reaction form new entrants to the industry (i.e. new firms, products, etc.) is likely to be:

slow and weak - no threat to competitive position	5
slow but fairly strong - strategic action needed in future	4
moderately quick and moderately strong - must be watched closely	3
fast and fairly threatening	2
fast and posing a serious threat to competitive position	1

V42 52

32. Protection

An appropriate form of protection (through patent, design registration, trademark, copyright, license, etc.)

has already been successfully taken out	5
is presently being investigated or applied for	4
may be (or will be) investigated in the future	3
has not yet been considered	2
was applied for, but unsuccessfully	1

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