

PRODUCT OVERVIEW

RateMyProduct™

Automated Product Assessment Tool



You need to know a LOT about how your market perceives your product, but custom market research can cost tens of thousands of dollars. Perhaps market research for your product didn't make the budget this year.

We've designed RateMyProduct™ just for YOU.



A quick-turn-around product assessment tool, RateMyProduct™ provides product and marketing managers with feedback from the researchers who buy their products.



100 qualified researchers will review your product or product concept and tell us what they think about it.



You get the results within 5 business days.



FAST

RELIABLE



BUDGET FRIENDLY



When your final results are ready, you will gain online access to your **RateMyProduct Scoreboard**.

Your scoreboard will include scores on the following attributes:

- Market Receptivity*
- Differentiation*
- Innovation*
- Product Utility*
- Purchase Criteria*
- Pricing Effectiveness*
- Marketing Effectiveness*

In addition, your product will receive an overall **RMP Score**.

Your performance scores will also be benchmarked against industry averages.

Products with a higher RMP Score are more likely to enjoy widespread adoption among your customer base.



START HERE

- **YOU** fill out the form that describes your product.
- With RateMyProduct™, you can test either a product or a product concept.

NEXT

- **YOU** choose the target audience most qualified to rate your product.

THEN

- **WE** solicit feedback on your product from 100 researchers on The Science Advisory Board
- Prospective customers will learn about your product and rate it on 7 performance metrics.

GET YOUR RESULTS

- **YOU** download your RateMyProduct™ Scoreboard, to include values, charts, and graphs on variable attributes.

What qualifies BioInformatics to rate my product?

For more two decades, we have been conducting market research exclusively on scientific markets. Our team of business and scientific analysts have extensive experience conducting market research for all major life science suppliers.

I've never conducted market research. How will I know how to fill out the form?

You may not know how to conduct market research, but you know your product. We've kept the form simple and straightforward. You fill it out and hit submit. We'll take it from there.

What will my report look like?

To see a sample RateMyProduct Scoreboard, [click here](#).

My product is only used by certain types of researchers. How do I know that your respondents will be familiar with my product and what it does?

Our respondents are segmented by areas of research and product type. [Click here](#) to learn more about the types of respondents that are available through RateMyProduct.

How long will it take for me to get my scores?

*You will be able to download your results within **5 business** days of submitting your form.*

How much is it going to cost me?

*For **\$2,500**, get your RateMyProduct™ Scoreboard and find out what researchers think about your product.*

Purchase multiple RateMyProducts for side-by-side comparisons. With more than one, you can test:

- Multiple price points
- Perceived value among various customer groups

RateMyProduct™ – SAMPLE SCOREBOARD

Market Receptivity

Customers agree that your product meets a specific need and that your solution has merit.

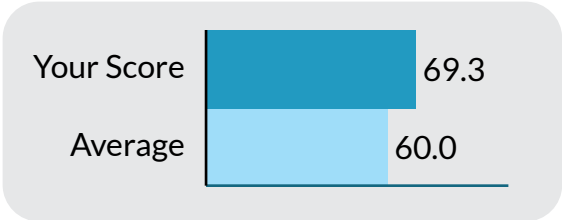
7.3



RMP Score

This is a comprehensive measure of a product's value proposition in the mind of a potential customer.

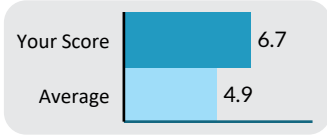
69.3



Pricing Effectiveness

Customers indicate that they will, or at least will consider, buying the product at the price you have set.

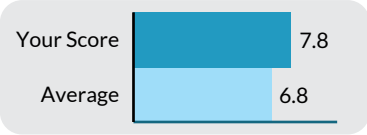
6.7



Product Utility

Customers consider the features of your product to be useful.

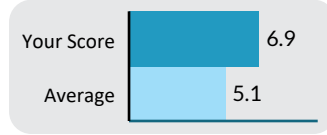
7.8



Purchase Criteria

Customers consider your product's features to be more important than its price and the perception of your brand.

6.8



Innovation

Customers perceive the product brings something new to the marketplace.

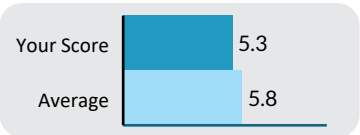
6.9



Marketing Effectiveness

Customers are aware of your brand and find your message to be clear and believable.

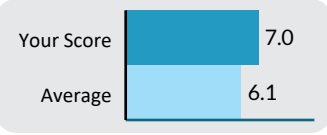
5.3



Differentiation

Customers consider the features of your product to be unique compared to other similar products.

7.0



MARKET RESEARCH FOR THE LIFE SCIENCE INDUSTRY

We Offer:



Qualitative Surveys



In-Depth Interviews



Focus Group



RateMyProduct™



Experts on Demand

For more information about BioInformatics' product and service offerings, please visit our website at www.bioinfoinc.com, call 703.783.1707 or email info@bioinfoinc.com.



Get ratings on 7 key product attributes



Present dashboard-style report management team



Benchmark your performance against industry averages

For \$2,500

GET STARTED NOW

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