

Proof of Concepts

An effective proof of concept (POC) bridges the gap between expectations and reality.

Companies and startups use POC to demonstrate that their idea could, in reality, be built and achieve certain goals and also sheds light on what could stop the idea from becoming a real product. It's either time, funding, the state of technology, or the market not being ready for the idea.

Are all the features of the product being necessary? Identifying such features save time and money. A hot tub in a spaceship – sure, it's nice to have one, but is it necessary?

We at DHI-QUEST develop POC for successful evaluations. Our approach to acquire this knowledge by following a 2 fold approach.

- One is by conducting in-depth research of literature available on public domain or databases and garner a deep understanding of the market.
- Second is by interviewing a representative sample of stakeholders / champions of the industry and gathering insights about shortcomings and more.

A culmination of information from both approaches is assessed, analyzed, inferred and presented in a structured deliverable from which clients can make informed decisions.



Some of the topics where POC are popular

- Demonstrate the need of a product
- Identify potential risks and obstacles. Find solutions to eliminate, mitigate, and address the risks
- Determine the chances of scalability
- Demonstrate the advantages of a proposed product to the company's operations, brand image, customer relations, and more
- Predicting product features that the future may require and many more

DHI-QUEST is a global research and advisory company providing strategic advice and ongoing intelligence for emerging markets and technologies.

We help our clients across different functions and roles including R&D, product or process development, strategic planning, marketing and sales (commercial), and corporate strategy teams to discover new opportunities and formulate evidence-based strategies. we embrace client confidentiality and data protection polices.

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