

Learning About Your Customer

Bobby Kania (with content borrowed from William Lutz and Ryan Splenda)

Who is your customer?

A customer is someone who will buy your product or service to solve their problem.

NOT YOUR MOM WHO BOUGHT OUT OF PITY

Defining your customer

- What is their pain/problem?
- Who is having the pain/problem?
 - This is your potential customer base
- How are they currently dealing with the problem?

Two approaches to Customer Discovery



1. Product First

- Most common for **startups**
- “Disruptive technology” with no known customers

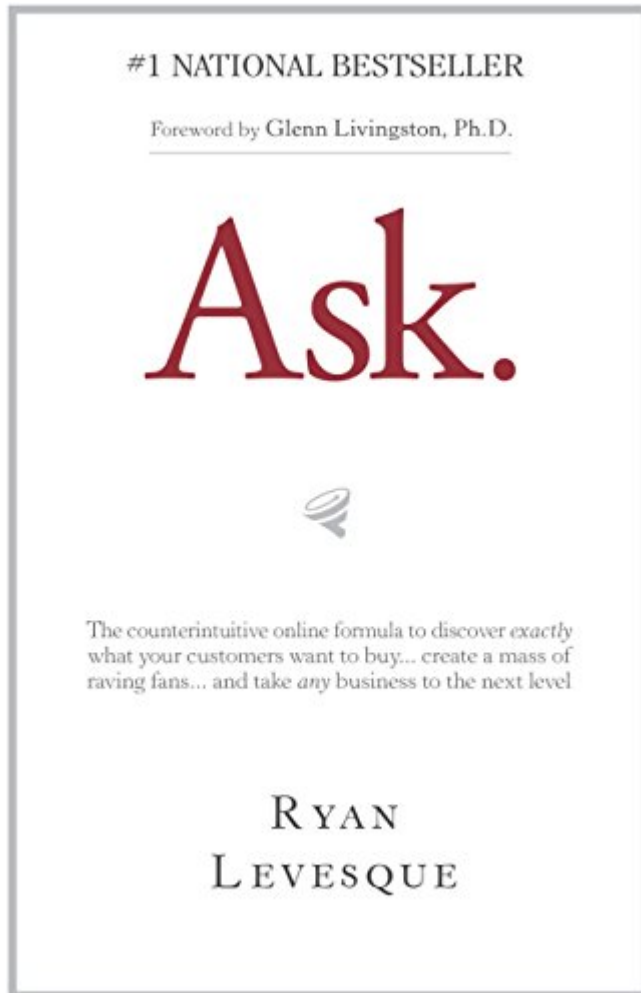


Customers don't know what they want

2. Market First

- Most common for big companies
- Existing customer base, but no product

We'll focus on the 1st approach, but for the 2nd approach read Ask

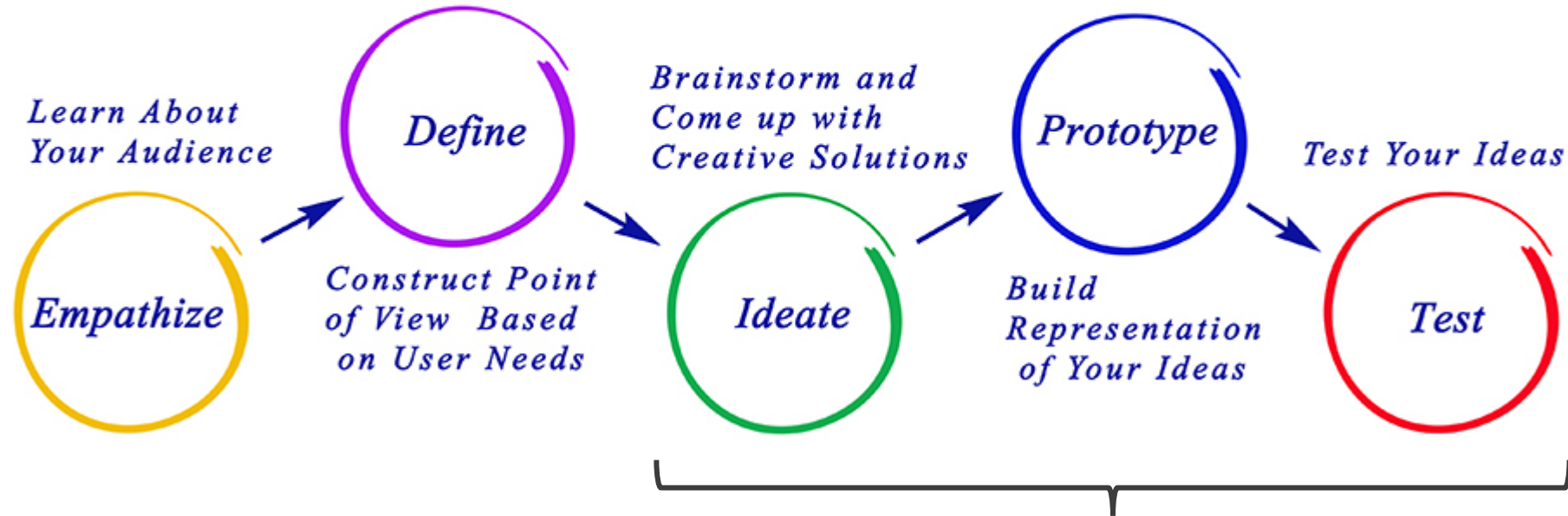


“The counterintuitive online formula to discover exactly what your customers want to buy”

<http://amzn.to/2nziQ16>

You can use the Design Thinking framework to learn about your customers

Design Thinking Process



Get feedback from customers on what they like

First step: Get out of the building and talk to customers



<http://www.inc.com/steve-blank/key-to-success-getting-out-of-building.html>

Interviewing potential customers

Prepare

- 5 primary questions
- 5 backup questions

Plan

- Who you want to interview (C-suite is not always the best)
- Where you will conduct the interview

Practice

- Example conversations

Conduct

- 15 minute interviews
- Keep notes or ask to record

Tips for interviewing

- Don't show a demo of your product
 - Biases answers
 - Doesn't get at the root of the problem
- Play the student card to get interviews
 - Lowers people's guard so they'll answer more honestly
- Interview at least 50+ people (100+ recommended)

Interviewing might not tell you everything you need...

- Recommended Resources: guides.library.cmu.edu/entrepreneurship
 - **IBIS World:** Industry analysis
 - **Statista:** Data trends (ex. growth of yoga in next 5 years, number of electric vehicle charging stations)
 - **BCC Research:** Reports and publications
- Google Trends: trends.google.com

Example: Handwashing Clothes



Define hypotheses based on customer interviews

POINT OF VIEW STATEMENT

_____ needs a way to _____
(User name) (Verb)

because _____
(Surprising Insight)

These are your customers' problems

Example for washer machine:

Bobby needs a way to wash his clothes quicker because handwashing is too slow.

Read More:

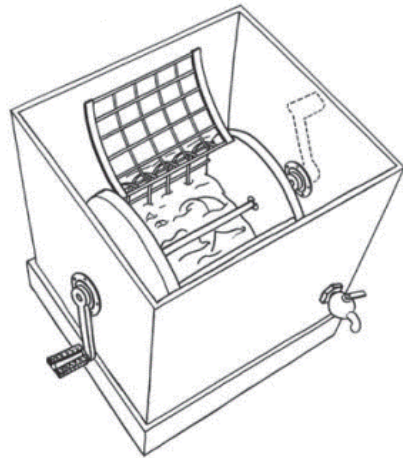
- <https://www.interaction-design.org/literature/article/stage-2-in-the-design-thinking-process-define-the-problem-and-interpret-the-results>
- <http://tlpny.com/define-stage/>

Brainstorm solutions to your customers' problems



Build a prototype and test it with customers!

- Concept of the **Minimal Viable Product (MVP)**
 - Just needs to perform the basic functions
 - Imagine this automatic washer machine:



+ a motor to turn the crank

- Iterate on the prototype as you test with customers

**Remember...you will only learn about
your customer if you actually talk to them**

Q&A

Appendix

Library Resources

Investigate your Industry, Customer, Competitors: *Secondary Market Research* via Library Databases



Ryan Splenda

Business & Economics Librarian
rsplenda@andrew.cmu.edu

Carnegie Mellon
UNIVERSITY LIBRARIES

Why secondary?

- Deep background and history
- Others have done the work for you
- Data-rich
- Less expensive in time and \$\$
- Wide range of perspectives

What are you looking for?

- Data, statistics
- Analysis
- Trends and projections
- More ideas

ABOUT

- Your customers
- Your industry
- Your competitors

Basically, whether this could be
“a big problem with a big market”

Where can you find it?

Google can lead you to:

- [Commercial market research reports](#)
- [Professional organizations](#), [industry associations](#)
- [Survey research](#)
- [Governments](#)
- [NGO's](#)
- [Public records](#), [patents](#)
- [Conferences](#), [presentations](#), [trade shows](#)
- Company websites, catalogs, literature, investor materials
- [Academic research](#)



Where can you find it 2?

But I'm going to lead you to:

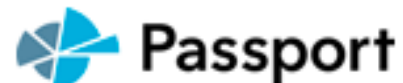
LIBRARY DATABASES

Gartner[®]

Which have much of the above,

But easier to get to

And free to you



How do you get to them?

Any library web page — <http://www.library.cmu.edu/>

- Research databases list
- Research guides
- Online catalog
- If you're not at CMU -

The screenshot shows the Carnegie Mellon University Libraries homepage. At the top right, there are links for 'Hours' and 'Ask Us'. The main header includes 'Carnegie Mellon University Libraries' and a navigation menu with 'Search & Find', 'Using the Libraries', 'Research Support', 'Data & Publishing', 'Get Help', and 'About Us'. Below the header is a search bar with tabs for 'Everything', 'Articles & More', 'Books & More', and 'Site Search'. The search bar contains the text 'netadvantage' and a green 'Search' button. Below the search bar, there is a link for 'Research Databases' which is circled in red. To the right of the search bar is a 'Hours' section with links for 'Hunt', 'Sorrells', and 'Mellon'. Below the search bar is a 'Quick links' section with several icons and links: 'Ask Us', 'Finding course reserves', 'Requesting items (ILL)', 'Places to study', and 'Research guides', which is circled in red. At the bottom of the page, there are three featured items: 'Author Workshop', 'New: Black Freedom Struggle', and 'Congratulations, Priya!'. A pagination bar is visible at the very bottom.

Target Company Lists

Industry Analysis

Customer Discovery

Competitor Intelligence

Databases for Creating Target Company Lists

Hoover's and ReferenceUSA

- “Build a list” of companies using the following criteria:
 - geographic location (zip code, city, state, country)
 - Industry (by NAICS or keyword)
 - Number of Employees
 - Total Revenue
 - Company type (public or private)
 - AND MANY MORE

Hoover's > Build A List

Select this first.

Build A List

+ My Criteria

Company Location

Filter for Companies by Geography, Area Code, and ZIP/Postal Code

- Find records matching EVERY location criteria entered ?
- Find records matching ANY location criteria entered

Add Locations ?

Add locations by metro area, state, country, and more.

- Include Location
- Exclude Location

City

Browse and Add Locations by: ?

[Metro Area \(US\)](#) | [State \(US & Canada\)](#) | [Country](#) | [World Region](#)

US & CAN Area Codes ?

US and Canadian phone area codes.
Examples: 512 or "210, 512, 212"

- Include Area Code
- Exclude Area Code

Add Criteria

ZIP/Postal Codes ?

US ZIP code ranges are supported.
Examples: 78701 or "SW1P 1JA" or "SW1" or 78701-78752

- Include ZIP/Postal Code
- Exclude ZIP/Postal Code

Results: **71,238 Companies**

Clear Search

View Results ▶

U.S. Businesses Database

Quick Search | Advanced Search

Record Type Search Tips | Collapse

- V** Verified Businesses (Phone verified and quality checked)
- U** Include Unverified Businesses (Not yet fully verified, may not be accurate)
- C** Include Closed / Out of Business Records (Suspected to be out of business)

City / State Search Tips | Collapse | Remove

Search: **GO**

Results	Selected
S San Francisco, CA <small>City</small>	San Francisco, CA <small>City</small>
San Francisco, CA <small>City</small>	

VIEW RESULTS

UPDATE COUNT

RECORD COUNT
66,503


BUSINESS HISTORY
[more info](#)

CLEAR SEARCH

[Back To Top](#)

Must click "Update Count" after putting in each criteria.



- Collapse All | Select All
- Company Name
 - Company Name
 - Executives
 - Executive Name
 - Executive Title
 - Executive Gender
 - Executive Ethnicity
 - Business Type
 - Keyword/SIC/NAICS
 - Major Industry Group
 - Geography 
 - Map Based Search
 - City / State**
 - Metro Area
 - ZIP Codes
 - Radius

VIEW RESULTS

UPDATE COUNT

RECORD COUNT
66,503

BUSINESS HISTORY
[more info](#)

San Francisco, CA City

Databases for Industry Analysis will tell you

- Market size
- Industry performance
- Trends and projections
- Supply chain
- Barriers to entry
- Also about your customers and competitors



HOME > INDUSTRY MARKET RESEARCH > US INDUSTRY REPORTS (NAICS) > DATA PROCESSING & HOSTING SERVICES



PDF



PRINT



SEARCH



TUTORIAL

About this Industry

Industry at a Glance

Industry Performance

Industry Outlook

Products & Markets

Competitive Landscape

Major Companies

Operating Conditions

Key Statistics

IBISWorld Industry Report 51821

March 2016 | Dmitry Diment

Data Processing & Hosting Services in the US

Silver lining: Rising IT outsourcing and prevalence of online services will charge industry growth

Industry Definition



This industry provides specialized data processing or hosting activities. Data processing services provide specialized reports from information supplied by clients. Hosting services can include web and application hosting. Services range from automated data entry to processing data.

[Back to top](#)

The Supply Chain

Key Economic Drivers

- Number of mobile internet connections
- Percentage of services conducted online
- Demand from internet publishing and broadcasting
- Corporate profit
- External competition for the Data Processing and Hosting Services industry



Search
 Latest Reports
 Archived Reports

Reports & Reviews - Information Technology

- Reports from Information Technology
- Relevant reports from other categories
- Upcoming Reports
- Top Trending

Title	Publish Date	Report Details
<p>▶ Biometrics: Technologies and Global Markets</p> <p>This BCC Research report studies the global as well as regional markets for biometric technologies and devices, identifying newer markets and exploring the expansion of the present application market for various types of biometric devices. Includes forecast from 2015 to 2020.</p>	2016-01-05	IFT042E
<p>▶ Mobile Wallet and Payment Technologies: Global Markets</p> <p>This BCC Research report provides a detailed analysis of the global mobile wallet market, and discusses the mobile wallet value chain, drivers, challenges and advantages. Forecasts provided through 2020.</p>	2016-06-30	IFT070B
<p>▶ Smart Cities: Growing New Markets for Information Technology</p> <p>The BCC Research report provides an examination of smart city projects around the world and related investments in smart city projects, including a study of regional trends, national programs and individual city projects. Includes forecast through 2019.</p>	2015-06-16	IFT115A
<p>▶ The Internet of Things</p> <p>This report highlights three verticals in the IoT market, where there is significant traction today. These verticals include the smart home (home automation), industrial smart devices or industrial Internet of things (IIoT) and wearables (smart devices). These verticals are discussed and analyzed in detail, while the segments for the devices and chipsets used for IoT within them are sized and forecast (through 2020) in terms of revenue opportunity.</p>	2015-09-29	IFT118A

Wearable Computing: Technologies, Applications and Global Markets

Category Information Technology

Report Code IFT107B

Published Jun 2016

Pages 158

Downloads

[Table of Contents](#)

[Report Overview](#)

[Download PDF](#)

Note: Clicking on the chapter titles will display the entire chapter. If you would like to read the chapter content by each sup-topic, then click on the + sign next to each chapter.

Keyword: **wearables** - (44 Results found)

[Ch.1 - INTRODUCTION \(4\)](#)

[Ch.2 - SUMMARY](#)

[Ch.3 - OVERVIEW \(10\)](#)

[Ch.4 - WEARABLE COMPUTING PRODUCT CATEGORIES \(21\)](#)

[Ch.5 - WEARABLE COMPUTING APPLICATIONS](#)

[Ch.6 - WEARABLE COMPUTING TECHNOLOGY \(1\)](#)

[Ch.7 - INDUSTRY STRUCTURE AND COMPETITIVE ANALYSIS \(3\)](#)

[Ch.8 - COMPANY PROFILES \(5\)](#)

[Highlights](#)

[Scope & Analyst](#)

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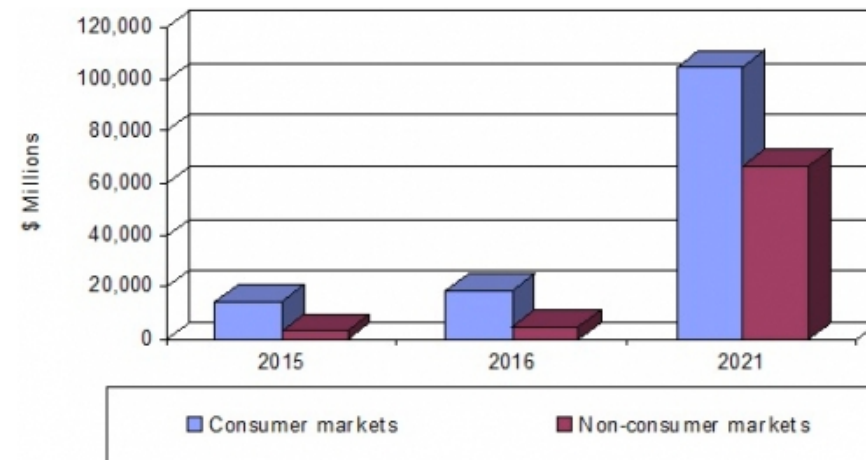
[Add to Wishlist](#)

[My Wishlist](#)

- ▶ The global wearable computing market will grow from \$16.9 billion in 2015 to \$22.6 billion in 2016 and should reach more than \$171.2 billion in 2021, with a compound annual growth rate (CAGR) of 50%.
- ▶ The consumer market should reach nearly \$18.1 billion in 2016 and \$104.7 billion in 2021, with a CAGR of 42.1% through 2021.
- ▶ The non-consumer market should reach nearly \$4.5 billion by 2016 and \$66.5 billion by 2021 with a CAGR of 71.6% through 2021.

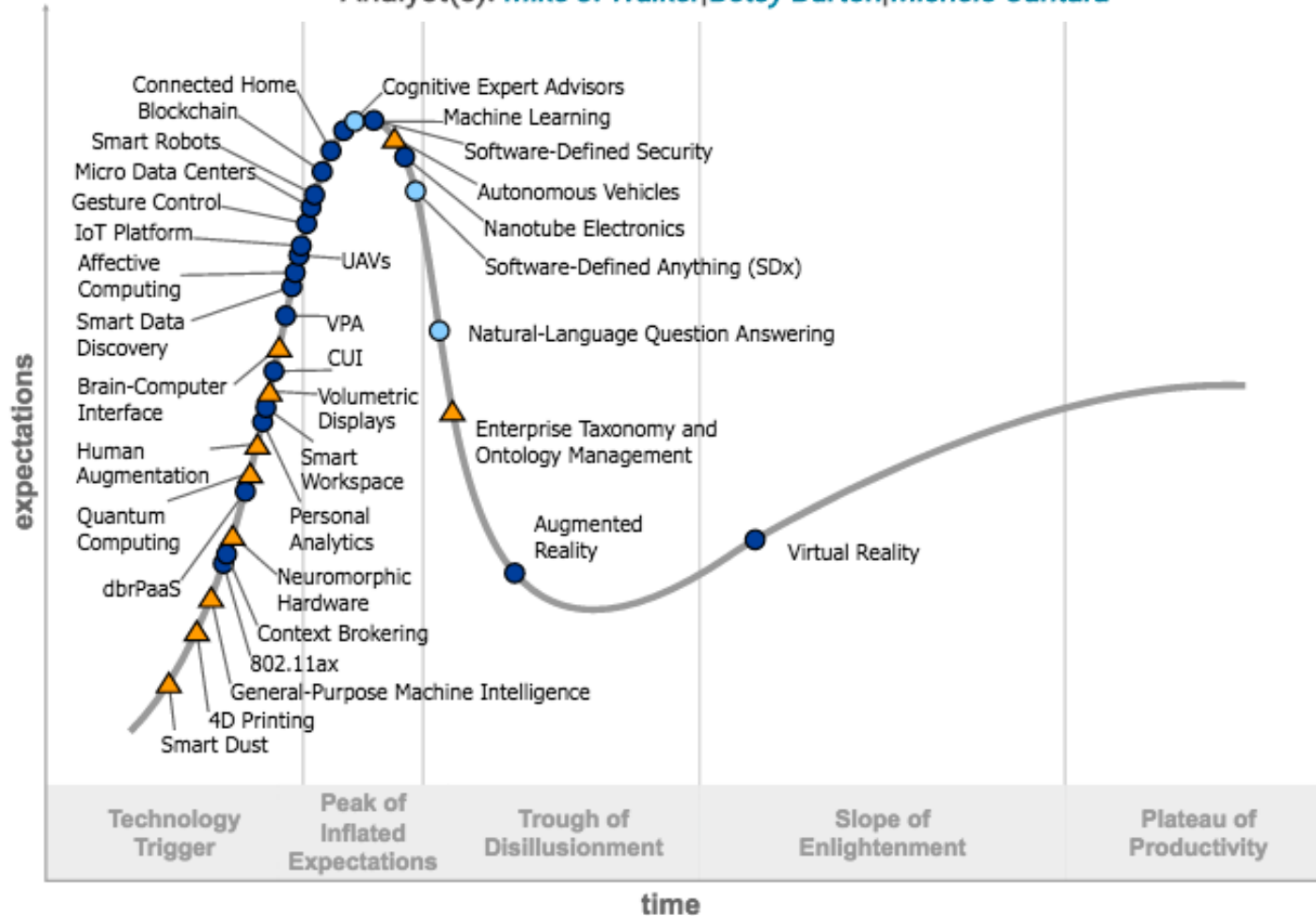
SUMMARY FIGURE

GLOBAL MARKET TRENDS FOR WEARABLE COMPUTING BY MARKET TYPE, 2015-2021
(\$ MILLIONS)



Source: BCC Research

Analyst(s): *Mike J. Walker* | *Betsy Burton* | *Michele Cantara*



Plateau will be reached:

○ less than 2 years ● 2 to 5 years ● 5 to 10 years ▲ more than 10 years

⊗ obsolete before plateau

My Access

Technology

- Wind Power
- Solar Power
- Hydro Power
- Geothermal Power
- Bio-Power
- Ocean Power
- Transmission & Distribution

Upcoming Power Plants



- Permitting
- Dormant
- Under Construction
- Announced
- Partially Active
- Financed
- Under Rehabilitation & Modernization

New Contracts

Upcoming Reports

Hydropower (Large Hydro, Small Hydro and Pumped Storage) – Global Market Size, Competitive Landscape, Regulations and Investment Analysis to 2025

Upcoming Projects

Power Plant Name	Fuel Type	Country	Status
Chemical Solar PV Park	Solar PV	Argentina	Announced
Tsuneishi Zhoushan Solar PV Park	Solar PV	China	Permitting
Adani Bhatinda Solar PV Park	Solar PV	India	Under Construction
Serra Das Vacas	Wind	Brazil	Partially Active
Kasargod Solar PV Park - 1	Solar PV	India	Announced

Latest Deals

- Copenhagen Infrastructure to Form Partnership with Beothuk Energy
- SPI Energy to Raise USD100 Million in Private Placement of Shares
- Great Plains Energy Prices Public Offering of Shares for USD1.39 Billion
- Mainstream Renewable Power to Form Partnership with GE Energy Financial Services
- Great Plains Energy Prices Public Offering of Depository Shares for USD750 Million

[View All...](#)

Latest News

- ADB to Boost Bangladesh Lending to \$8 Billion Under New 5-Year Partnership
- AGL provides FY17 earnings guidance
- DNV GL certifies Nordsee Ost offshore wind project for innogy
- Meyer Burger launches comprehensive structural programme to sustainably increase its profitability
- Mypower awarded prestigious ground-breaking contract to install solar at Gloucester Cathedral

[View All...](#)

- Published Reports**
- Belgium Power Market Outlook to 2030, Update 2016 – Market Trends, Regulations, and Competitive Landscape
 - Biopower in Malaysia, Market Outlook to 2030, Update 2016 – Capacity, Generation, Levelized Cost of Energy (LCOE), Investment Trends, Regulations and Company Profiles
 - Solar Photovoltaic (PV) in Germany, Market Outlook to 2030, Update 2016 – Capacity, Generation, Levelized Cost of Energy (LCOE), Investment Trends, Regulations and Company Profiles
 - Solar Photovoltaic (PV) in Malaysia, Market Outlook to 2030, Update 2016 – Capacity, Generation, Levelized Cost of Energy (LCOE), Investment Trends, Regulations and Company Profiles
 - Wind Power in Germany, Market Outlook to 2030, Update 2016 – Capacity, Generation, Levelized Cost of Energy (LCOE), Investment Trends, Regulations and Company Profiles

Cumulative Installed Capacity, GW



Analysis

[Back To Results](#)






[Related Statistics](#) ▼
[View Statistics](#)
[Related Opinions](#) ▶

Takes you to relevant statistics on this topic.

3D Printing in Eyewear Exploring Frames

Opinion | 10 May 2016



Anna Cheng
Eyewear Industry Analyst

3D printing only emerged in the mass market a few years back, but engineers and designers have actually been using large and expensive **3D** printers for nearly three decades to make prototypes, most commonly in aerospace and automotive companies. Over the years, with technological advancements and a maturing of software design, desktop-sized **3D** printers have

become more common and more accessible to start-up entrepreneurs. Despite having been used in the aviation industry for so many years, it was in March 2015 when the first GE (General Electric Company) **3D** printed part for jet engines was produced for commercial use and approved by the FAA (Federal Aviation Administration).

For the eyewear industry, in a [previous opinion article](#) we mentioned how **3D printing** technology could help to lower the cost of customised eyewear and discussed the possible impact for stakeholders. **3D** printed technologies are being adopted in the eyewear industry, but particularly among spectacle frame and sunglass manufacturers. Manufacturers are incorporating **3D printing** to differentiate their products from those of their competitors.

First-movers among eyewear manufacturers

Designer customised printed eyewear was available as early as 2012, when **3D** printed eyewear first appeared in the eyewear industry. Mykita and Ic! Berlin are examples of first-movers from the eyewear industry that adopted **3D printing** to manufacture spectacle frames.

Mykita was one of the first eyewear manufacturers to produce eyewear using **3D printing** technology, under its Mylon collection. The company started exploring polyamide materials back in 2007, using SLS (Selective Laser Sintering) – each frame is customisable and can be adjusted to fit the individual consumer. The light weight and durability, combining with innovation and craftsmanship, won this collection several awards.

Databases for Customer Discovery will tell you

- Demographics
- Psychographics – opinions, attitudes, lifestyles
- Technographics
- How to identify, locate, and describe your potential customers

Reset

Search All fields - enter search terms here clear

Help Search Guides Tips & Tricks

- Total Housing Starts - Seasonally Adjusted
- Key Economic Indicators
- Browse By Subject
 - Banking, Finance and Insurance
 - Criminal Justice and Law
 - EASI Analytics
 - EASI Market Planner - 2012
 - EASI Market Planner - 2013
 - EASI Market Planner - 2014
 - Consumer Behavior - Mediamark
 - Consumer Expenditures
 - Consumer Price Index
 - Consumer Spending Analytics
 - Market Summary**
 - Market Summary - Total Market
 - Market by Age Group
 - Market by Income
 - Market by Race
 - Market by Household Type
 - Demographics - Census
 - Demographics - EASI Profiles
 - Gross Domestic Product
 - Health
 - Industries - NAICS
 - Life Stages - EASI
 - Media Use - Mediamark
 - Quality of Life
 - Retail Sales
- Education
- Energy Resources and Demand
- Food and Agriculture
- Government and Politics
- Health and Vital Statistics
- Housing and Construction
- Industry and Commerce

Time	Year	Type	State	Expenditure
Year	2014	USA	<input checked="" type="checkbox"/> Alabama	Sewing patterns and notions
		State	<input checked="" type="checkbox"/> Alaska	Watches
		County	<input checked="" type="checkbox"/> Arizona	Jewelry
		Census Tract	<input checked="" type="checkbox"/> Arkansas	Shoe repair and other shoe service
		Zip Code by State	<input checked="" type="checkbox"/> California	Coin-operated apparel laundry and dry cleaning
		County	<input checked="" type="checkbox"/> Colorado	Alteration, repair and tailoring of apparel and accessories
			<input checked="" type="checkbox"/> Connecticut	Clothing rental
			<input checked="" type="checkbox"/> Delaware	Watch and jewelry repair
			<input checked="" type="checkbox"/> Florida	Apparel laundry and dry cleaning not coin-operated

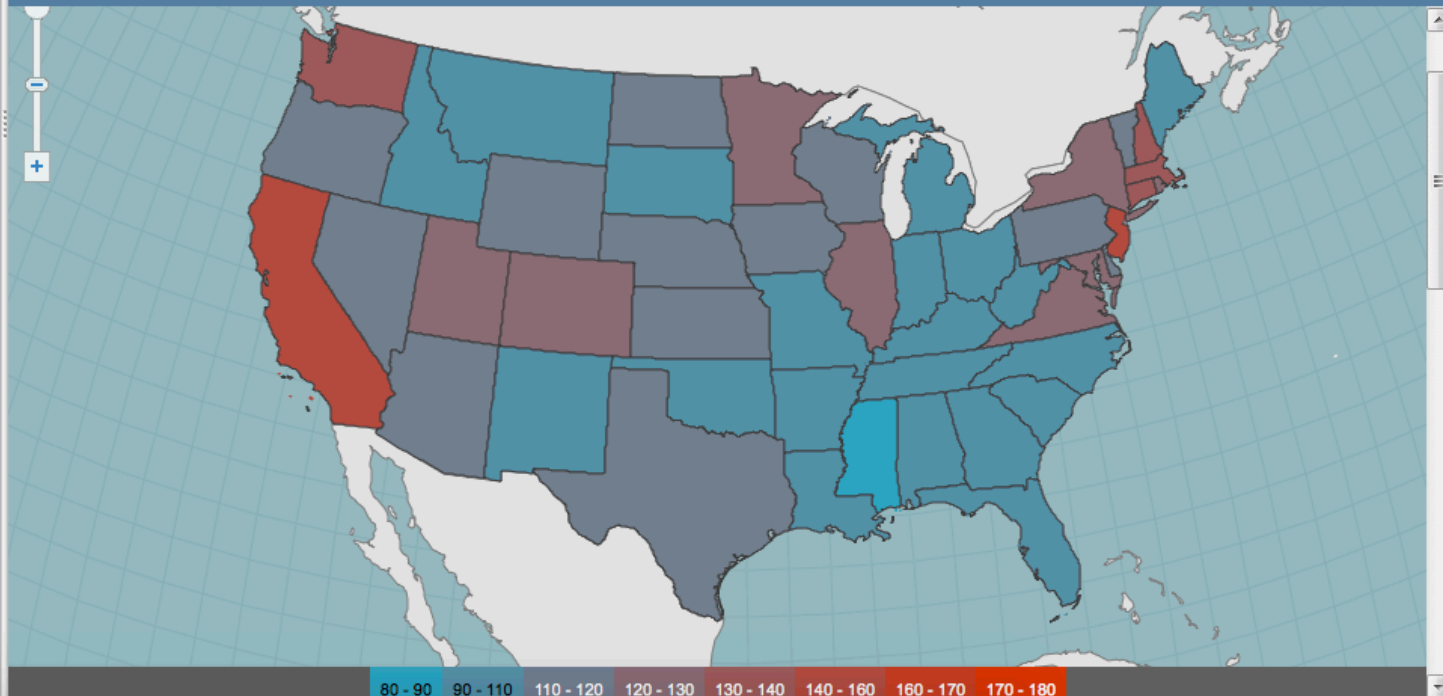
Show Chart Options



Show Data



- Total Amount - \$
- Households - #
- Amount per Household - \$



U.S. Consumers / Lifestyles Database

ReferenceUSA – US Consumers/Lifestyles

Quick Search



Custom Search

Expand All Select All

Name

Phone

Geography

Housing Selections Lifestyles  LifestylesConsumer Snapshot  Age Marital Status Children Present Ethnicity Gender Language Spoken Religion Political Party Female Occupation Male Occupation Mortgage Present Home Owner Home Value Income Years In Home Year Home Built Location Type Number of Units Grandparent Present Veteran Present

Exclusions






Consumer Snapshot fields include information that is considered "Sensitive Data." Making a selection from the Consumer Snapshot section will take you to a results page where you make selections to tally on these items. You will not see record details.

Contacts per Household

Collapse  Remove  All per Household One per Household[Clear Field\(s\)](#)

Lifestyles

Search Tips  Collapse  Remove 

Lifestyles are scored based on level of interest from 0 to 9 in our database. 0 meaning no interest; 9 meaning heavy interest. Selecting Lifestyles from the categories below will include individuals with a score of 6 and higher (6 to 9).

 Apparel / Fashion / Beauty Arts / History / Science Books / Magazines Charitable Donor Charitable Donor Wildlife & Environment Donor Cooking / Wine Collectibles Hobbies / Crafts / Sewing Health / Diet / Fitness Home Improvement / Decor Motor Vehicles / Motor sports Outdoor Recreation Personal Finance / Self-Help Pets / Animals Photography Politics / Religion / News Purchase Behavior Sports Technology / Entertainment Travel

VIEW RESULTS

UPDATE COUNT

RECORD COUNT

257,396,940

EMAIL COUNT

19,139,449

[more info](#)

CLEAR SEARCH

 [Back To Top](#)

Home > Search > wearable technology

Search terms

× wearable × technology

Search areas

- Select all
- Statistics (236)
- Forecasts (0)
- Market Analytics (0)
- Studies (12)
- Dossiers and Industry Reports (4)
- Topics (3)
- Infographics (12)

Search by sources

- Sources

wearable technology

Search

SORT BY: RELEVANCE

SEARCH ACCURACY: NORMAL

LOCATION FOCUS: ACTIVE

FILTER

Relevance

Normal

ON United States

Refresh

Search results (267)

- Forecast wearable device unit sales in the U.S. 2016, by category**
Statistic | Projected unit sales of wearable devices in the United States in 2016, by category (in millions)
- Sales of wearables to dealers/retailers in the U.S. 2012-2015**
Statistic | Wearables wholesale sales in the United States from 2012 to 2015 (in million U.S. dollars)
- Number of wearable device users in the U.S. 2014-2019**
Statistic | Number of wearable device users in the United States from 2014 to 2019 (in millions)

Home > Industries > Technology & Telecommunications > Consumer Electronics > The Market for Smart Wearable Technology

Synopsis

The Market for Smart Wearable Technology



A Consumer Centric Approach

This report takes a look at the market for smart wearable technology worldwide. Within the market is broken down into its segments such as sports & fitness, hearables, personal medical and assisted living, fashion, augmented reality and smart watches. The report focuses on the market potential from a user standpoint and also takes a look at some obstacles such as data privacy, charging and battery life and cleanliness of devices.

Download report

Link doesn't work? [Report broken link!](#)

Recommended studies and dossiers



(Smart) wearables - Statista Dossier

127 page/s



Wearable Tech: Leveraging Canadian Innovation to Improve Health

45 page/s



Health wearables: Early days 2014

12 page/s



Morgan Stanley Blue Paper: Wearable Devices

102 page/s



Crowdfunding in Europe - Statista Dossier

94 page/s

Study Details

Source: **Wifore**

Released: **February 2015**

Language: **English**

Pages: **63**

Document: **Portable Document Format (PDF)**

Article number **did-27187-1**

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More statistics about...

trend

market development

wearables

wearable technology

Show more

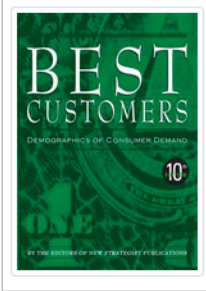
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**American Money Series : Best Customers :
Demographics of Consumer Demand (10th
Edition)**

by The New Strategist Editors

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122 Pages Remaining to Copy (of 122)

245 Pages Remaining to Print (of 245)

Available for Full Download

Check out for 7 days

Table 3.1 Computer spending, 2000 to 2012

(average annual household spending on computer hardware, software, and information services for nonbus category, 2000 to 2012; percent change in spending, 2000–06, 2006–12, and 2010–12; in 2012 dollars; ran

	average annual household spending (in 2012\$)			
	2012	2010	2006	2000
Average household spending on computer equipment and services	\$547.87	\$487.64	\$397.26	\$359.23
Computer information services	336.30	300.23	200.94	81.81
Computers and computer hardware	162.71	152.23	162.39	250.43
Computer software and accessories	30.89	17.78	24.71	23.32
Internet services away from home	8.25	1.96	1.87	–
Repair of computer systems	5.52	7.68	7.35	3.67
Portable memory	3.76	7.43	–	–
Computer systems installation	0.44	0.33	–	–

63fb8a4c

Databases for Competitor Intelligence will tell you:

- Who are they?
- Where are they located?
- How are they doing?
- What do they offer your customers?

Private Company Advanced Search

Tip: Select multiple search options while holding the Control (Windows) or Command (Mac) key and clicking the desired selection.

PrivCo

(for Startups)

Keyword Search

Search company reports by keyword

Reset

Search →

Location & Industry Criteria

Choose Region/Location:

Worldwide Clear

United States

- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- Washington, D.C.

or enter a location (US, CAN, UK):

(City or Postal Code)

within 25 miles

Choose Industries:

Clear

- Agriculture, Fishing, Forestry & Hunting
- Agribusiness
- Agricultural Services
- Agricultural Technology
- Agricultural Information Technology (Ag-It)
- Sustainable Agriculture
- Agriculture Farm Machinery & Support
- Animal Production, Livestock & Animal Feed

Find industries above by typing keyword(s)/phrase and pressing Return

Enter SIC/NAICS codes separated by a comma:

SIC

Revenue Criteria

Choose Annual Revenues:

Between \$ and \$

or choose range(s) from the list below:

Any

- < \$10,000,000
- \$10,000,000 - \$100,000,000
- \$100,000,000 - \$1,000,000,000
- > \$1,000,000,000

Choose Revenue Growth Rate:

1YR Growth Rate between % and %

Also Include Companies With Pre-Revenue or Unconfirmed Revenue

Employees & Ownership Criteria

Choose Total Employees:

Between and

or choose range(s) from the list below:

Any

- 0 - 100 Employees
- 100 - 1000 Employees

Choose Employee Growth Rate:

1YR Growth Rate between % and %

Choose Ownership Criteria:

Include PE/VC-Backed Firms

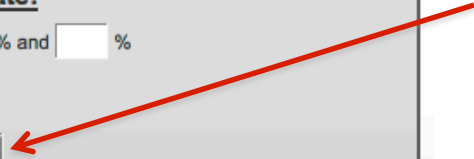
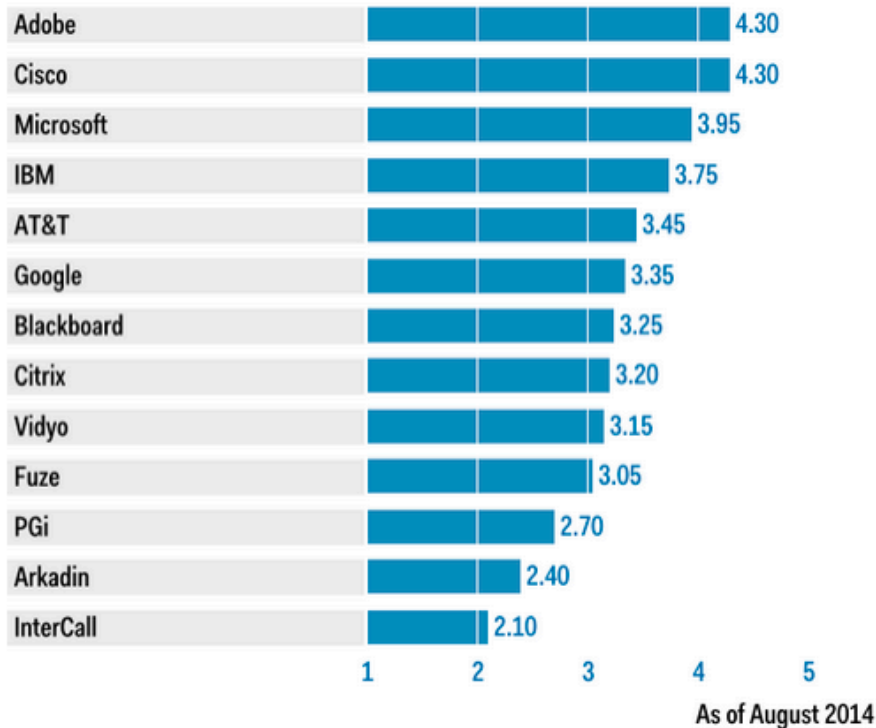




Figure 4. Vendors' Product Scores for Webinars Use Case

Product or Service Scores for Webinars



Source: Gartner (January 2015)



Vendors

Adobe

The Adobe Connect platform is a premium offering that is well-suited to buyers that want a high degree of flexibility for deployment — from on-premises to managed services in the cloud. It uses a strong ecosystem of channel partners that augment the service for everything from audioconferencing to global content delivery networks. In addition, Adobe uses other parts of its portfolio, including Adobe Analytics and Adobe Experience Manager, to make Adobe Connect more capable for tracking participant engagement. Adobe Connect has an extensive collection of "pods" or modules to enhance the platform, and this, combined with its rich set of APIs, makes it one of the strongest possible offerings for enterprises interested in a high degree of customization. Adobe Connect addresses most use cases well, but, as a stand-alone offering, can sometimes be seen as a less essential option for internal collaboration for those organizations that are already licensed for Web-conferencing products they feel are good enough.

Arkadin

Like some of its competitors in the conferencing space, Arkadin offers a full complement of products to

Available Databases

U.S. Businesses Database

Quick Search

- Expand All** **Select All**
- Company Name
 - Executives
 - Business Type
 - Geography
 - Phone
 - Business Size
 - Ownership
 - Financial Data
 - Special Selects
 - Exclusions

Custom Search



To start your search...

Click on the headings to the left to start your search. If you are uncertain what to search for, look for Search Tips within each section to help you along the way.

To further customize your search, select the Record Type you would like to search below to ensure you get the records you are looking for.

Record Type

[Search Tips](#) | [Collapse](#)

- V** Verified Businesses (Phone verified and quality checked)
- U** Include Unverified Businesses (Not yet fully verified, may not be accurate)
- C** Include Closed / Out of Business Records (Suspected to be out of business)

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[UPDATE COUNT](#)

RECORD COUNT

15,768,454

BUSINESS HISTORY

[more info](#)

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Business Source Premier – news and journal database



Searching: [Business Source Premier](#) | [Choose Databases](#)

digital health Select a Field (optio... ▾ Search Create Alert Clear ?

AND ▾ tracker Select a Field (optio... ▾

AND ▾ Select a Field (optio... ▾ + -

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Detailed Record



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WEARABLE M.D.

Authors: [DUFFY, JILL](#)

Source: [PC Magazine](#). May2015, p95-108. 14p.

Document Type: Article

Subject Terms: [*COMPUTER software](#)
[WEARABLE technology](#)
[PEDOMETERS](#)
[SMARTWATCHES](#)
[DIGITAL technology](#)
[DIGITAL electronics](#)

NAICS/Industry [443144 Computer and software stores](#)

Codes: [423430 Computer and Computer Peripheral Equipment and Software Merchant Wholesalers](#)

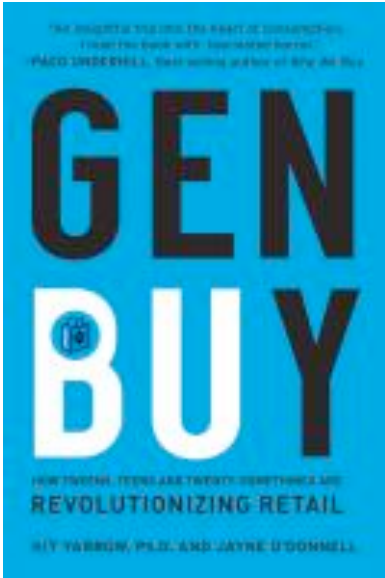
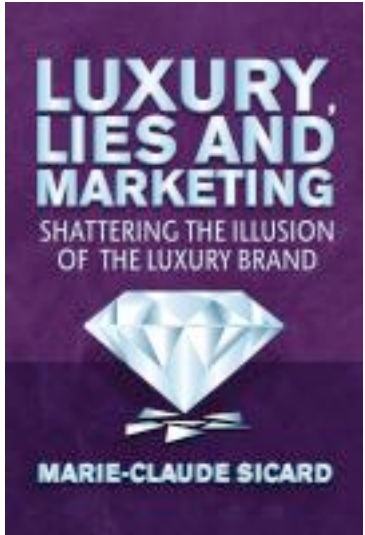
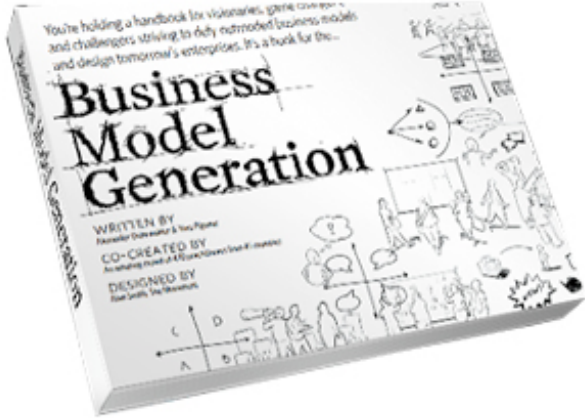
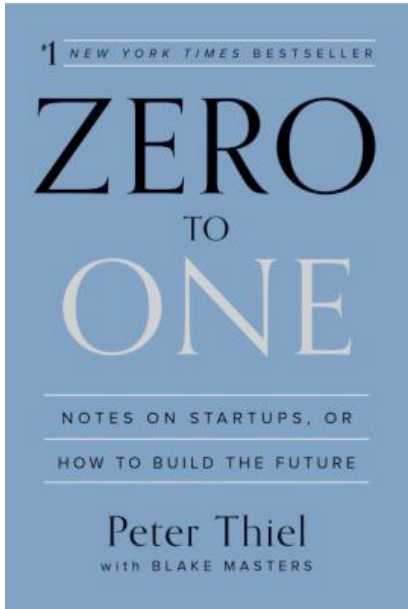
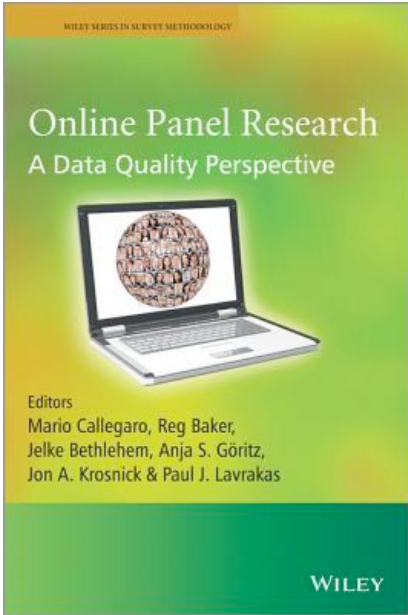
[511211 Software publishers \(except video game publishers\)](#)

[417310 Computer, computer peripheral and pre-packaged software merchant wholesalers](#)

[334514 Totalizing Fluid Meter and Counting Device Manufacturing](#)

Abstract: The article offers information regarding the development and application of state-of-the-art wearable **health** devices. It discusses the increasing use of wearable fitness **trackers**, such as the smart pedometers, that offer continuous heart rate monitoring as well as have the ability to detect whether individuals are walking, running, bicycling, or sleeping. Wearable **trackers** such as Fitbit Charge, Jawbone UP, Basis Peak are featured.

Books and e-Books



Guide to Entrepreneurship Research at CMU

guides.library.cmu.edu/entrepreneurship

Carnegie Mellon University Libraries / LibGuides / Entrepreneurship / STARTUP

Entrepreneurship: STARTUP

STARTUP

INDUSTRY BACKGROUND

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TRENDSPOTTING and IDEA GENERATION



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- [What's being invented now?](#)
- [What are people searching for?](#)
- [Whither the social media universe?](#)
- [What student business plans are competing?](#)
- [What are the top consumer trends for 2014?](#)
- [What are the top industries for startups?](#)
- [What's needed abroad?](#)
- [What is the US Government buying?](#)

NEW entrepreneurship resource!



- [Robotics Business Review](#) news, trends, research reports and top companies in the robotics business - username: rbrcmu - pw: carnegie1

Some key databases for entrepreneurship research

- [PrivCo](#)
has private company financials, information on private M&A deals and deal multiples, private firm valuations, venture capital fundings, private equity deals, etc. Good for locating investors and competitive intelligence.
- [BCC Research](#)
Market research reports for industries, specializing in advanced materials, biotechnology, chemicals, energy, healthcare, sensors, plastics, nanotechnology, and other emerging technologies - but with traditional industries as well.
- [Frost & Sullivan](#)
Detailed market reports and analysis on technology aspects of many industries. (Many reports are read-only, but you can request a .pdf from rwerner@andrew.cmu.edu. For academic use only.)
- [Gartner Core Research](#)
Research reports on IT-related topics and companies, including analyses, opinions, trends, leading practices, and case studies. (Some reports not available.)
- [Thomson ONE Private Equity/Venture Capital](#)
information on venture capital funds, private equity firms, funded companies, and their executives in the US, Europe, and Asia, as well as an analytics source for fund performance, commitments, disbursements, and statistics. NOTE: click on "Screening & Analysis" at the top. Must use Internet Explorer 11 browser. **When off campus, [use the VPN](#).**Hard to use but valuable data.

Articles

- [ABI/INFORM Complete](#)
Articles from publications on all business topics including entrepreneurship - examples: *Inc. Magazine*, *Fast Company*, *Entrepreneurship Theory and Practice*, *Family Business Review*. Valuation multiples for many industries found in [First Research Industry Profiles](#).
- [Business Source Premier](#)
More articles from business publications (many don't overlap with ABI/INFORM) - examples: *Entrepreneur Magazine*, *Entrepreneurship: Theory and Practice*, *Journal of Small Business Management*, *Black Enterprise*, *Venture Capital*, *Journal of Business Venturing*.

More key resources

[US government](#) and [PA government](#) **business startup sites** outlining legal requirements, government services, financing and contract opportunities, etc

[TED talks on entrepreneurship](#) - the most exciting ideas by the most interesting people

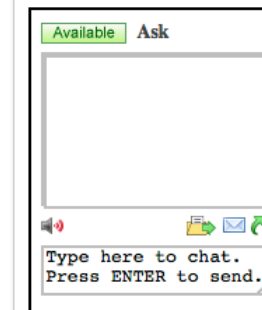
[Even more from Entrepreneurship.org](#)

Contact the CMU CIE team for entrepreneurship support

Center for Innovation and Entrepreneurship

Contact the business librarian for research help

If "unavailable" on chat, email rwerner@andrew.cmu.edu



Books and e-Books

Find them [here](#) - some examples below:



Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers (e-book) by Osterwalder and

Questions??

