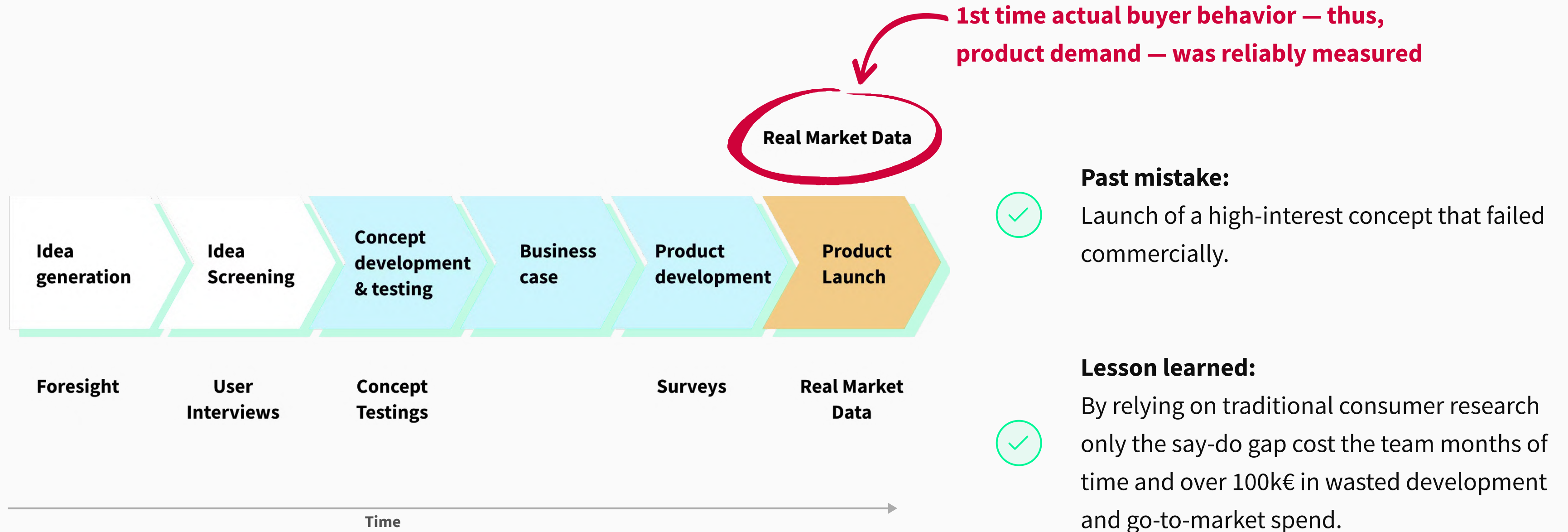


From product concept to launch: How a global sports brand holistically validated key development and market decisions for an NPD

HORIZON



Relying on traditional consumer research led to a costly misstep — because people say one thing and do another



The goal this time: De-risk the launch of a new product development by building around what customers will actually buy

Before wasting thousands on the wrong idea, all while maximising revenue by refining the right one.



Validate product-market fit
before investing in tooling & inventory



Identify **which concept drives actual demand** – not just claimed interest



Pinpoint **colourways that maximize buying intent** among early adopters

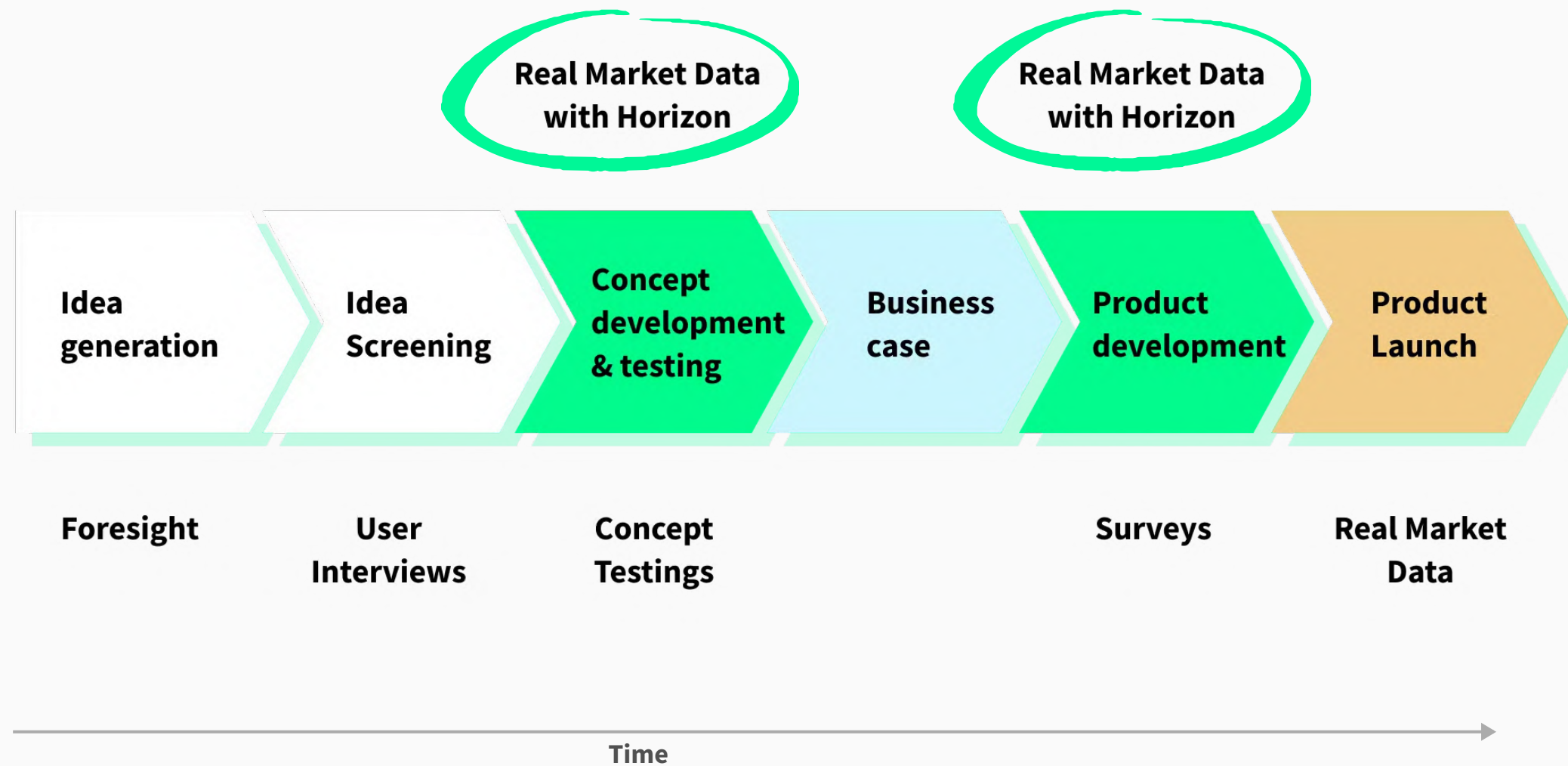


Find the **right price point customers are willing to pay** – without harming perceived value



Launch a sports shoe for a new target audience segment

How the team rebuilt its process with Horizon's prototyping software to gather real market data before building the wrong thing, to build the right thing

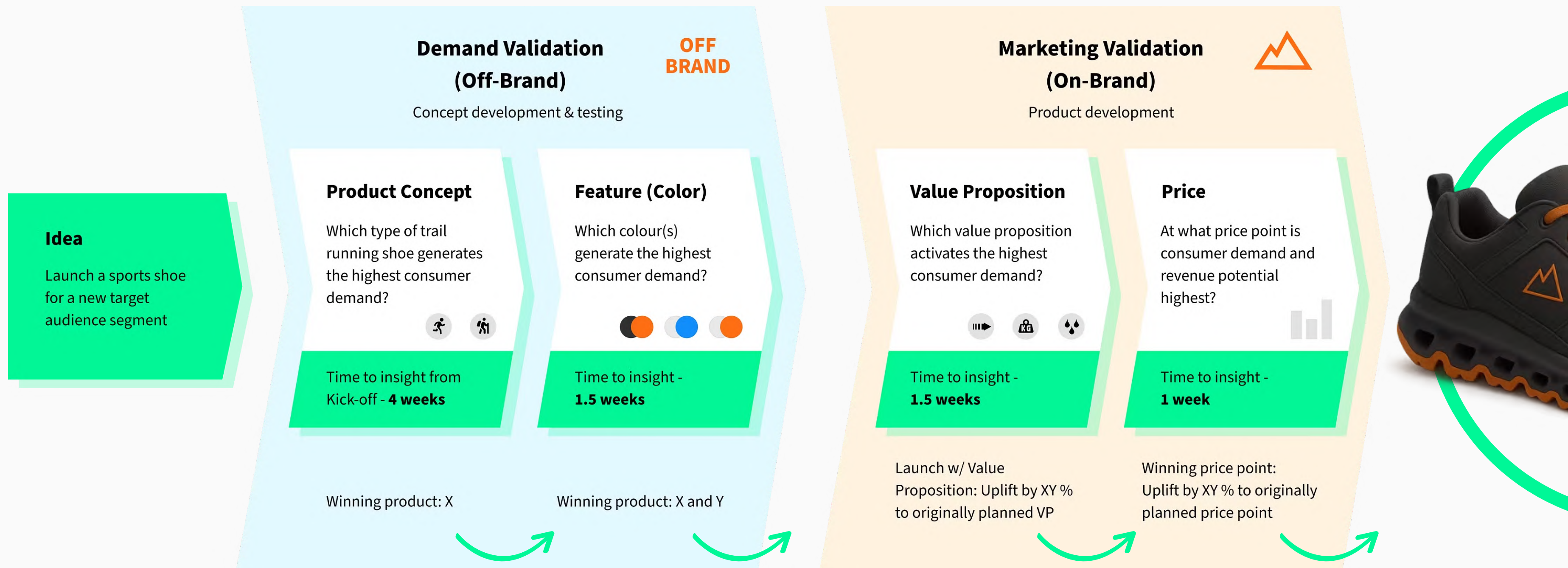


The team integrated Horizon to test real buyer behaviour before committing to product development.



By using Horizon, the sports brand was able to make market-tested decisions early — when changes are cheap and impact is highest.

A 4-sequence consumer validation plan designed to de-risk and refine the new product development before launch



From 4 experiments to 1 confident product — and a staggering 52x return on invest

Avoided costs: €100,000

Saved 6 figures in tooling, inventory, and launch spend — by killing weak ideas early.

Revenue Gains: €230,000

Drove conversion and traction by optimising price, message, and fit — before launch.

Time-to-Market Advantage: €200,000

Launched faster by eliminating guesswork and alignment loops — enabling earlier revenue, quicker feedback, and a head start on competitors.

Confident Decisions enabled:

Validated concept, colours, price, and value prop — with real buyer data.

IMPACT

52x ROI

KEY FACTS

Number of Flights

4

Total Consumers involved

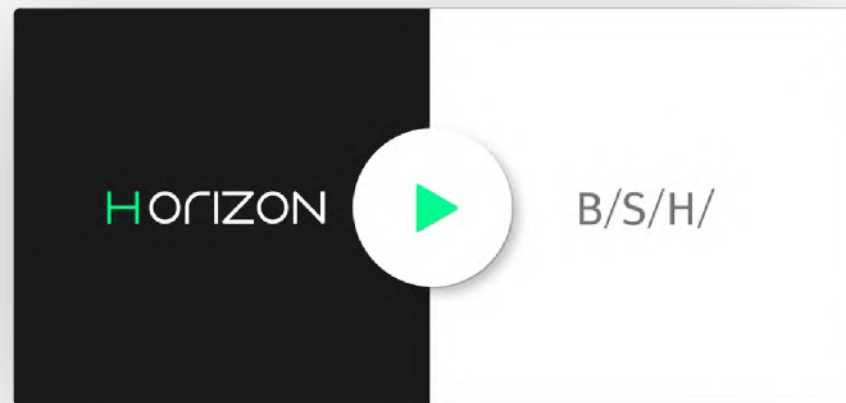
18,868

Average Field Time

4.2 Days

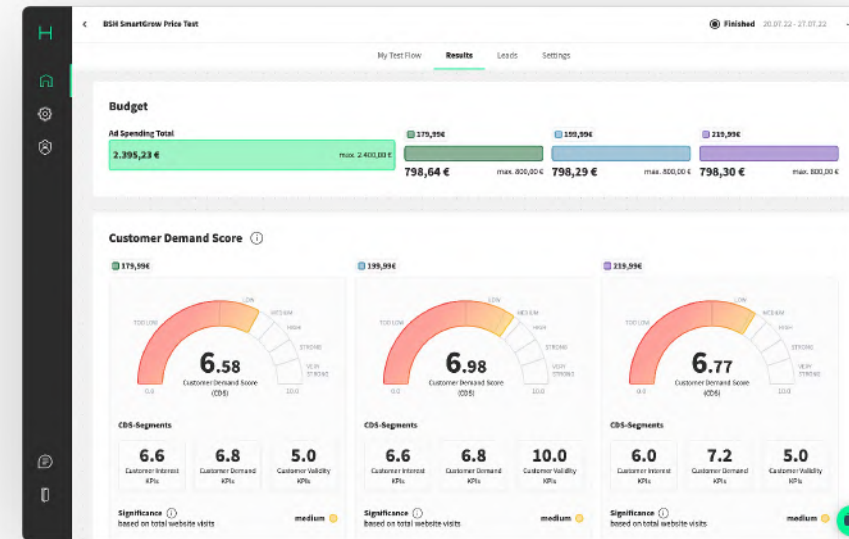
Average Ad Budget

2,560€



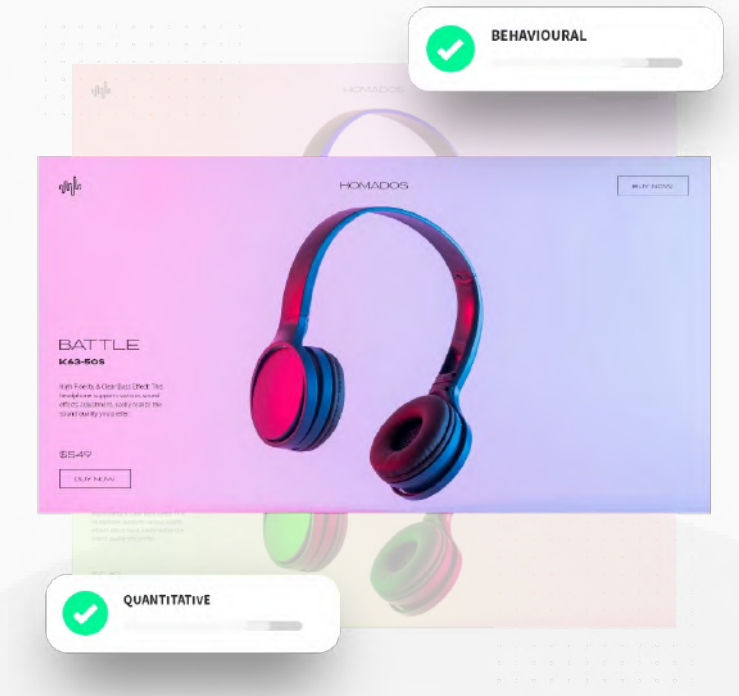
Watch how BSH predicts market success

Learn how BSH (Bosch) validates product decisions with Horizon

[WATCH VIDEO](#)

See how purchase-intent research works for your products

See how Horizon can work for your consumer business and products.

[BOOK YOUR DEMO](#)

Learn how to run behavioural experiments yourself

Read our complete guide to fake door testing to see how to setup your own tests.

[LEARN HOW](#)

Join top businesses and brands in
making the right product decisions
and increasing their revenue by
predicting market success.

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LIEBHERR



Louis

— EnBW

... and many more

BOOK YOUR DISCOVERY CALL



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