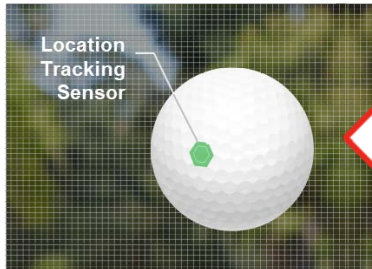


Example Innosight Case Interview Question



CASE PROMPT

Imagine we're working with a sporting goods manufacturer and they have a new technology that puts location-tracking sensors in golf balls. They want our help in determining whether or not to commercialize it, and if so, how.

Examples of what we're looking for in an answer

ANALYTICAL RIGOR

- ▶ Can derive an addressable market size by triangulating among various back-of-the-envelope approaches
- ▶ Is able to develop a high level stakeholder map including potential target customers
- ▶ Takes a MECE approach to identify critical issues and generate hypotheses
- ▶ Uses logic & evidence or assumptions to support arguments

BUSINESS ACUMEN

- ▶ Can describe a viable business model that considers added production costs (relative to existing products) and consumer willingness to pay – or why the client is unlikely to achieve a viable model
- ▶ Asks good questions about the client's current business model and the broader ecosystem

CREATIVITY

- ▶ Is resourceful about market sizing approaches (e.g. can identify analogies or proxies)
- ▶ Can brainstorm various potential applications and customer types, and can identify functional, social, and emotional needs that the product could fit
- ▶ Identifies interesting, novel business models

COMMUNICATIONS

- ▶ Demonstrates ability to summarize the business idea with an 'elevator pitch' in a role play with a potential investor
- ▶ Is clear, cogent, and confident in presentation of ideas
- ▶ Keeps conversation on track and focused