

**More knowledge.
Better decisions.
Maximum market relevance.**

- ✓ **Increase resource efficiency** – *no Trial-and-Error*
- ✓ **Ensure market success** – *Product-Market-Fit*
- ✓ **Revenue maximization** – *through Smart Research*



Problem Statement

“If I had asked people what they wanted, they would have said faster horses.”

– Henry Ford.

Key message:

True innovation requires professionals who can see beyond the facade of opinions. We solve the problem, that users often cannot articulate their own future needs. We make the invisible calculable for your business.

Innovation rarely fails because of the product. It fails because of the system behind it.

Without reliable facts, innovation is mere guesswork, and that, in turn, is expensive.

- Companies confuse opinions with evidence.
- Real user needs remain invisible.
- Decisions are made based on politics rather than facts.
- Markets change faster than internal processes.

We Test The Future

before it hits the market.

✓ Psychological user research

- Predictions of future behavior
- in an uncertain environment
- using scientific methods

✓ Innovation assessment

- Effectiveness analyses
- Calculation of the **Business Potential Index (BPI®)**
- Trend analyses

✓ Designing future-proof products and services

- Practical solutions for companies
- Specific recommendations for action
- Optimization of business models

Fact collectors.

We are committed to delivering results with a guarantee of truthfulness, because only by facing up to the harsh reality can you prepare yourself for the future.

Enablers.

If it doesn't fit, we'll make it fit! With flexible, agile methods, we turn every study into your dream project.

Forward thinkers.

We translate the statements of potential users into your language and also deliver on the most hidden needs.

The BIFI Engine

Science that drives decisions

PSYCHOLOGY

We identify unconscious drivers of future purchasing and usage decisions.

BEHAVIOUR

We analyze real-world behavior in controlled real-world settings.

MARKET

We simulate market entry, scaling, and business potential.



Innovation arises when decisions are based on facts – not driven by hope. Because in the end, it is the user alone who decides on the market success of your business model!

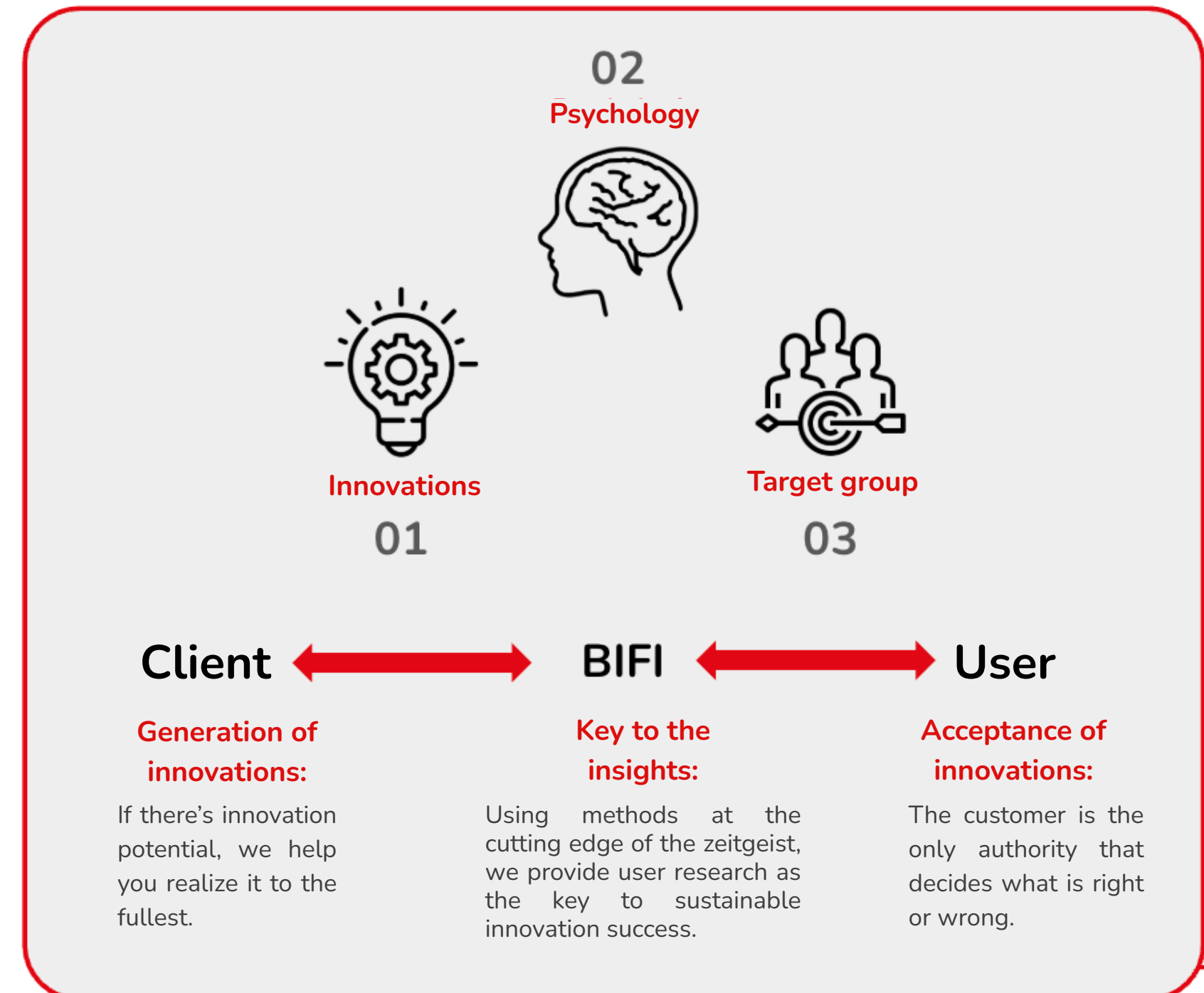
What Drives Us?

INNOVATION =
INVENTION X IMPLEMENTATION

Our Mission:

We help bring truly great products to market-products that the world has been waiting for and that make it a little bit better. In doing so, we support visionaries in realizing their bold ideas and set ourselves apart from marketing-focused competitors.

The BIFI-Trinity:

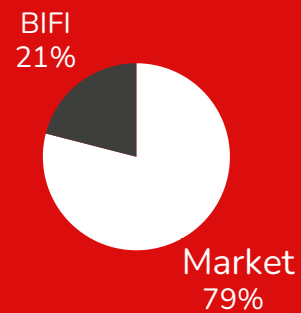


Impact In Numbers

Over 15 years of experience.

Over 528 innovations tested.

Measurable effects.



+21%

more market
success



+64%

brand value
increase



+75%

customer
lifetime value



-32%

cost
reduction



+ 3,8x

higher survival
rate



+164%

increase in
sales



Ø € 1,82B

increase in cor-
porate revenue

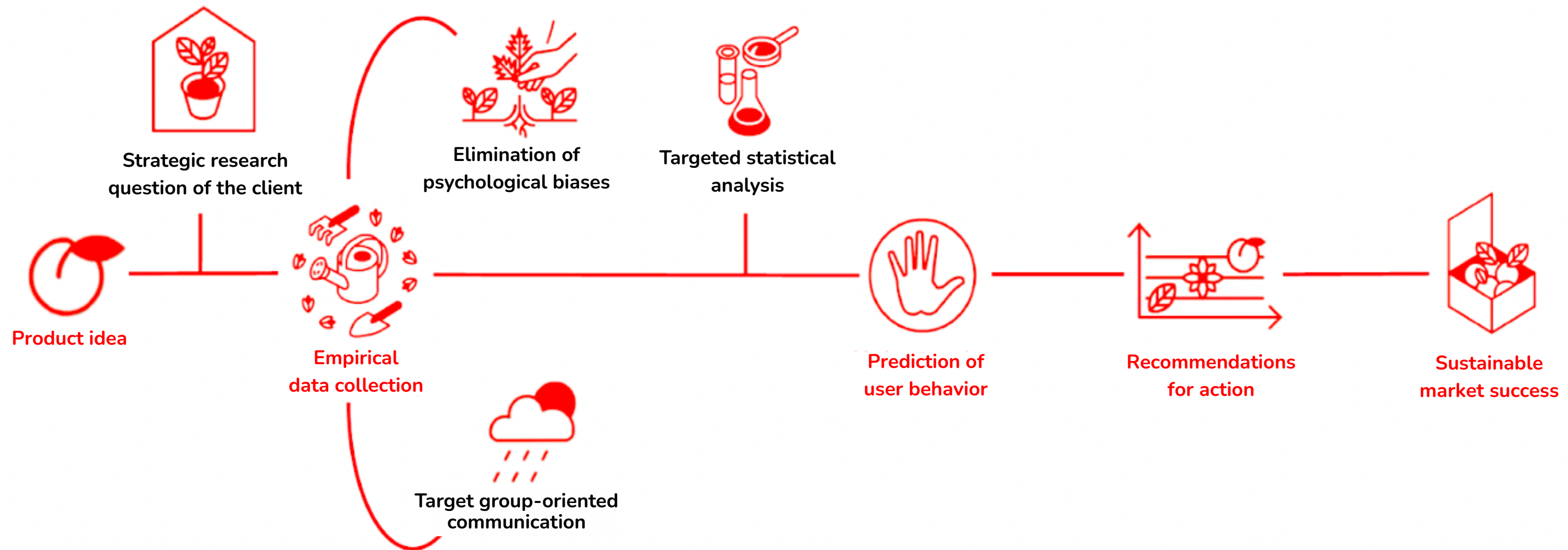


Ø € 6,63M

increase in
SME revenue

Innovation Journey

From product idea to lasting market success.



Before an idea becomes a real innovation, we systematically examine its **market potential**. To do this, we start by formulating key questions and empirically determining how potential users would think about, work with, and use the product. Based **exclusively on relevant data**, we analyze the **behavior and attitudes of the target group**. This results in **clear facts** and **concrete recommendations for action** that specifically guide product design and ensure sustainable market success.

Our Services

Evaluate innovations thoroughly, prioritize them, and make them marketable.

Our focus is on psychological user research as well as market and innovation studies that underpin strategic decision-making – regardless of whether funding is private or provided through public grants.

- ✓ **Innovation & market studies** – Concept, Pricing, Feature, Feasibility Studies
- ✓ **Psychological user research** – Purchasing decisions, acceptance, use cases
- ✓ **Go-to-Market- & Innovation Validation** – Market entry strategy
- ✓ **Fundable research projects** – As part of eligible funding programmes

The studies are modular in structure and are suitable for early innovation phases as well as for scaling and market entry decisions.

Points of Contact



Bundesministerium für
Bildung und Forschung

“When it comes to innovation in Germany, there's no way around BIFI!”

Jury member in the DATIpilot program
(€100 million in funding)



Bundesministerium
für Wirtschaft
und Klimaschutz

Advising state secretaries on
innovation and transfer, leading
workshops in the “Tailwind for
Innovation” initiative.



Investitionsbank
Berlin

Research institution with
proven German unique selling
point in the ‘Transfer-BONUS’
funding program for Berlin's
economy.



Juror for the Berlin-
Brandenburg Business Plan
Competition.



Awarded as part of Berlin's
official innovation and business
elite and member of the
‘Brain City Berlin’ campaign.



**Berlin Entrepreneur of the
Year 2022/23.** Dr. Anke Skopec
for an outstanding business
model and exemplary female
entrepreneurship.



Dr. Anke Skopec appointed as
a member of the three-person
**committee of female
entrepreneurs** for the initiative
“Strong Women. Strong
SMEs” as a representative for
20,000 German SMEs.



Appointed member of the
SME Council of the German
Institute for Standardization
(DIN).

Our ZIM Innovation Networks



KI@POS

Retail & Commerce

Smart retail, digital commerce, point-of-sale innovation & next-generation customer experiences.



GAIA

LifeSciences & MedTech

Women's health innovation through FemTech, MedTech, life sciences & personalized healthcare.



PROMETHEUS

Construction & ClimateTech

Next-generation construction through circular materials, modular systems & smart building technologies.



ZEUS

Clean Tech & Net-Zero

Net-zero energy and mobility solutions powered by smart infrastructure, decentralized systems & renewable energy innovation.



LUNA

XR meets AI

AI-powered assistance systems, immersive environments, intelligent simulations & adaptive XR solutions.



AI at the Point of Sale



Gender-Data-Gap



Cradle-to-Cradle



Net-Zero Energy Solutions



Immersive Realities

Research Institutions



Business Partner

ak arztkonsultation

HORNBACH

betterplace.org

HOLTZBRINCK
DIGITAL

hansgrohe

Umwelt
Bundesamt

LadenZeile.de

The Female Company

P&G



PHILIP MORRIS
INTERNATIONAL

Physikit

jurato
RECHT EINFACH

HYPNOBOX®

SHECURITY

AMĀYU

projektron

MARKT
GURU

Lovehoney

NORDGREEN
Mein Strom kommt von hier.

LANSEHICK
EXHIBITION
VENTURES
GMBH
FEV

LANSEHICK
MEDIA+SPACE
GMBH
TMS

friendsurance

mobile.de
Deutschlands größter Fahrzeugmarkt

menstruflow

YOUSE

sofatutor



i-ways

XR
4EUROPE

HUMBOLDT-
UNIVERSITÄT
ZU BERLIN



VEL
GROUP SE

Immo
Scout24

gamelab.berlin



IpeA

BAUWERK
Parkett

the
colony

CPS Africa
building urban communities

sola
DIAGNOSTICS

studio
OMT
architects

IN
VR

DEAR
EMPLOYEE

STY
Biogas

SMARTER
HABITAT

Contact



BIFI | Berliner Institut für Innovationsforschung GmbH

Fürstenwalder Allee 28

D-12589 Berlin



contact@bifi-institut.berlin



+49 (0)30 577 058 200



www.bifi-institut.com



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[LUNA – XR & ImmersiveTech](#)



[PROMETHEUS – ClimaTech](#)



[ZEUS – Zero Emission Network](#)