

Applying knowledge of BOP-markets to create maximum impact of your product – a core competency of the BOP Learning Lab



The benefits of co-creation and introduction of prototypes – implications for improved business models

1 Purpose

- In Ghana BOP Learning Lab applied its knowledge and understanding of BOP-markets to conduct a study on customer co-creation. The purpose was to secure Worldbarrow a successful entry into Ghana. Through the exploratory study the consultants obtained previously unattainable insights on market information including pricing, market structures, and daily usage of the product of Worldbarrow. Informal interviews with farmers, consumers and key distributors made consultants aware of local needs and demands.

2 Background

- The main consumer group was BOP farmers in Ghanaian mango plantations. WorldBarrow had invented a improved wheelbarrow to substitute regular ironmade barrows. The regular barrows were heavy, inflexible and unsuitable to maneuver in the plantations. Worldbarrow had the technological knowhow but no capabilities to assess the product market and the consumer buying power. Therefore they turned to BOP Learning Lab who since 2007 has helped companies to enter BOP-markets.

3 Participants



Co-creation

Through inclusive activities the researchers were able to fulfill their value promise and discover unintended usage of their product



- Interviews were carried out on-location at the farming cooperative
- Pictures revealed alternative uses of the wheelbarrow and insight on local farming tools, road conditions for the wheelbarrow, how farmers used the prototype and their general living conditions.
- Co-creative approaches minimize risk of developing products on wrong perception of what is needed and wanted in the local context.

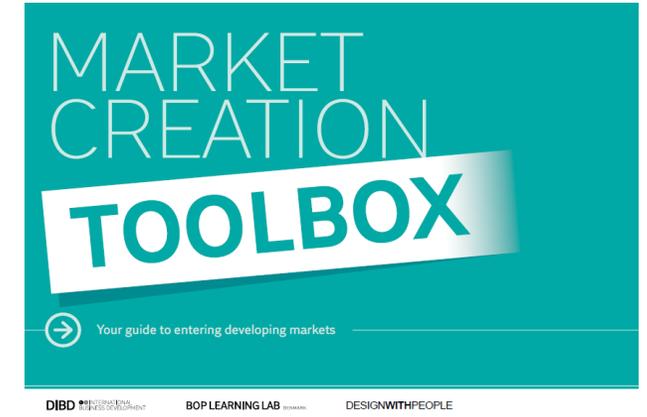
Market analysis and price mapping

On the study trip the researchers used several methods to price map their product in the local context



- Participatory consumer workshops were arranged in which expenses of farmers were mapped using simple cardboard paper to assess their disposable income.
- Local shopkeepers were used to gather consumer insights on the prototype through questionnaires.
- The thorough on-site research resulted in an adapted business model reducing the risk of over/underpricing and the wrong financing model.

Applying the experiences from BOP Learning Labs Market Creation Toolbox



- The innovative approach applied by DI researchers and consultants has been collected in DI's Market Creation Toolbox.
- The toolbox is a useful tool for any company, entrepreneur, SME or MNC on how to apply, investigate and innovate to create a positive impact.
- It might sound relatively easy to undertake such research but it requires vast resources and thorough understanding of the BOP-segment.

A few key takeaway's from the case

- ➔ The co-creative approach is not easily mastered, but can be valuable to companies in terms of acquiring market knowledge while minimizing fruitless R&D efforts and risk of developing an unfitted business model
- ➔ Co-creation gives future consumers and sellers ownership of the product resulting in higher legitimacy and higher sales from inception.
- ➔ The Learning Lab's hands-on experience helped Worldbarrow to achieve vital market knowledge in a locality where such information is often lacking, securing the company a better position to enter the target market.
- ➔ BOP Learning Lab at The Confederation of Danish Industries can guide and assist you with your business case.

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