



SERVICES

- Technical research
- Market research
- Industry alerts

SOURCES

- Online databases
- Phone interviews
- Print sources

CLIENTS

- Established firms
- Research labs
- Start-ups

Scope of services

On Point Research performs market, business and technical research with a focus on technology-based industries. We present research results as reports or briefings that are used by entrepreneurs to develop business plans and seek funding; and by established firms to remain competitive and assess new product areas. Our research helps companies reduce risk.

We use commercial databases (Dialog, Factiva, Hoover's), as well as the internet, government databases, and telephone research, to find information 'on point' to individual customer needs.

On Point Research has completed over fifty research projects for small to mid-sized companies in New England – many of them entrepreneurs seeking to commercialize early stage products or services. We also have ongoing relationships to serve specialized research needs of twelve companies and organizations nationally – two of them Fortune 100 companies. Examples of recent work include technical literature searches in new sensor technologies, a survey of competitors in a medical device sector, and an overview of markets for a computer display technology.

Background

Before starting *On Point Research* in 2001, President and principal researcher Jane John worked in various corporate library settings in Washington DC, including the MITRE Corporation (a government R&D firm), the National Wildlife Federation, and Public Technology Inc.

Ms. John is currently President of the Association of Independent Information Professionals (AIIP), a worldwide association of researchers and information consultants. Ms. John is also a member of the Society of Competitive Intelligence Professionals (SCIP), the Special Libraries Association (Engineering Division), and the Maine Association of Professional Consultants.

Ms. John has worked with the Maine Technology Institute to assist Maine start-ups in doing market research prior to commercializing their products or applying for federal grants. She has presented programs on business and market research for the Maine Small Business Technology Development Council, and several business incubators. Ms. John received her Masters in Library and Information Science from Denver University.

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