



Stanford eCorner

Discovering and Meeting Market Needs

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Video URL: <http://ecorner.stanford.edu/videos/1451/Discovering-and-Meeting-Market-Needs>

Rodan reveals the process of discovering a product that would solve the acne problem that was not being met by any of the products in the market. The main goal was to develop a product that would be easily accessible to target customers.



Transcript

I asked her, do you think that there's an opportunity out there? Do you think that we could do better than what's currently on the market because people don't seem to really find that these medicines are working all that well? So we signed this agreement and we went forward. This is what we did because we're doctors, it's a scientific method and we got to go out, we got to ask questions and observe. We started asking our patients everything. Bring us in all your products. Tell us specifically what you like. We learned from them and then we went to the drugstores and we went to the department stores and we looked in catalogs and we saw what all the competitive products were out there to treat acne and we made a shocking discovery and that is all the medicines that we are available for people to use were designed to spot treat a pimple; that was Oxy, that was Clearasil. That didn't really make a lot of sense. You have to see a pimple. You have to feel a pimple before you can even begin to treat a pimple. Who wants to have a pimple? That didn't seem to be very effective.

Not only that. As dermatologists because we have that understanding of the physiology, it didn't make any sense from a medical standpoint because the pimple that you see today started weeks before it ever appeared on the surface of the skin. So by the time you see it, it's too little too late. So what we discovered I think is really akin to a dentist going out there and if all he saw on the market to take care of your teeth were products that were designed to just treat the tooth after the cavity had formed, it doesn't make any sense. So there was a big problem and every problem is an opportunity and we said okay, this is our opportunity to really come up with something that makes a difference. So again, going back to our little lab there in our offices with all of our willing patients, we started testing ingredients and we were looking at ingredients that were over-the-counter FDA-approved ingredients so that when we were going to go and create a product that it would be available for consumers to buy so they wouldn't need a prescription to get it, so access.