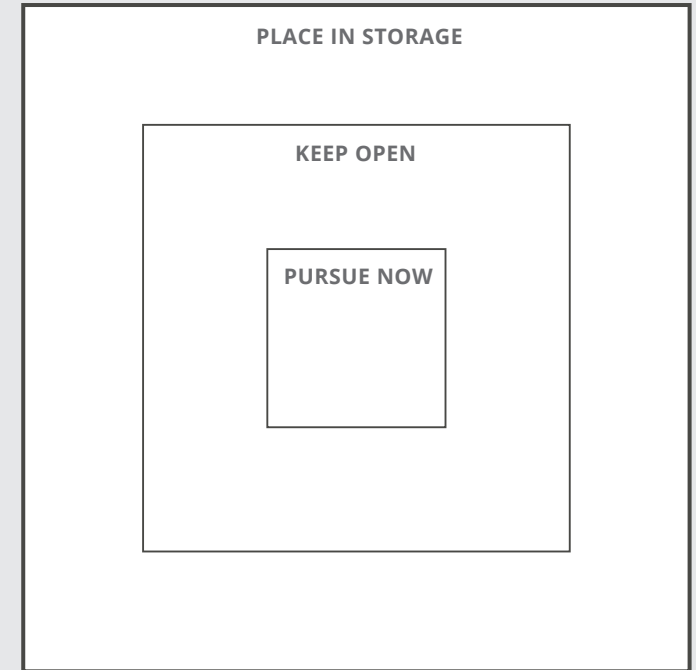
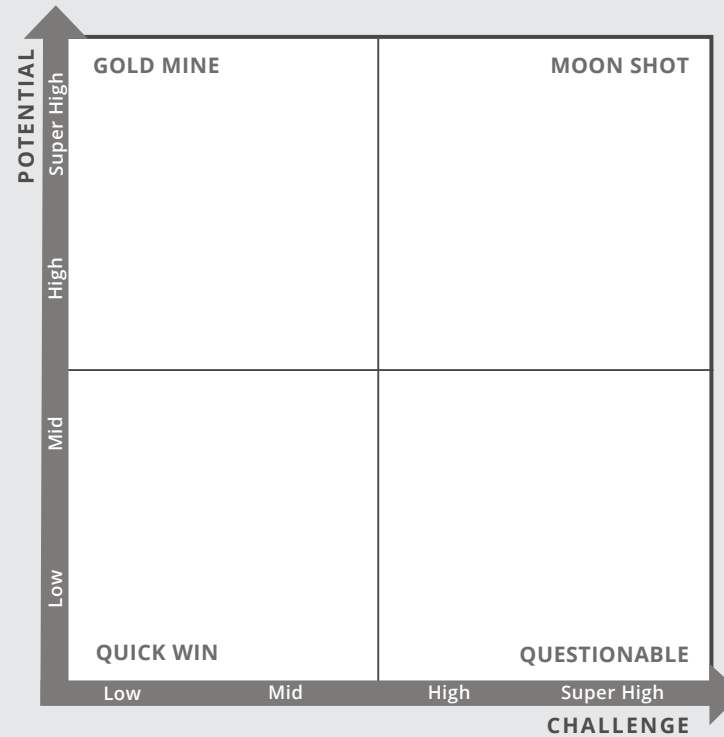
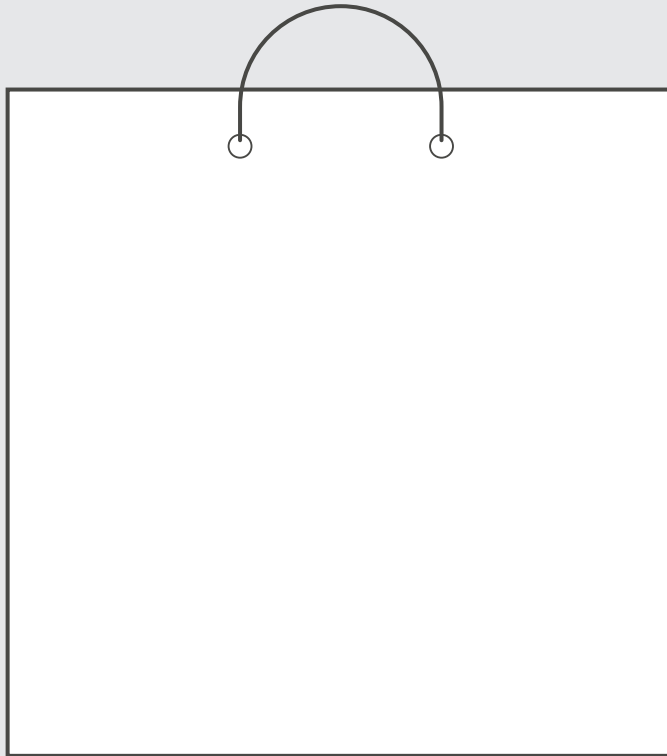


THE MARKET OPPORTUNITY NAVIGATOR

NAME

DATE



MARKET OPPORTUNITY SET

- 1 Use Worksheet 1 to identify potential market opportunities, and place them in the set

ATTRACTIVENESS MAP

- 2 Use Worksheet 2 to evaluate the attractiveness of each market opportunity, and place each one on the map

AGILE FOCUS DARTBOARD

- 3 Use Worksheet 3 to design your Agile Focus strategy, and mark it on the dartboard



market opportunity = any combination of application + customer
Use sticky-notes™ to represent each market opportunity



GENERATE YOUR MARKET OPPORTUNITY SET

List the venture's core abilities or technological elements

Characterize them based on their functions and properties. Describe them in a general manner, independent from your (envisioned) product.

ABILITIES


			
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____






Identify your market opportunities

Which applications can you offer with your core abilities? Which customers may need them? Zoom in to further segment each customer group.

APPLICATIONS

CUSTOMERS

 application +  customer =  market opportunity

Place the market opportunities that you would like to evaluate in the Market Opportunity Set.

Use this worksheet for every market opportunity you would like to evaluate.



Market Opportunity:

POTENTIAL



COMPELLING REASON TO BUY

- Unmet need
- Effective solution
- Better than current solutions



MARKET VOLUME

- Current market size
- Expected growth



ECONOMIC VIABILITY

- Margins (value vs. cost)
- Customers' ability to pay
- Customer stickiness

CHALLENGE



IMPLEMENTATION OBSTACLES

- Product development difficulties
- Sales and distribution difficulties
- Funding challenges



TIME TO REVENUE

- Development time
- Time between product and market readiness
- Length of sale cycle



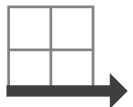
EXTERNAL RISKS

- Competitive threat
- 3rd party dependencies
- Barriers to adoption

OVERALL POTENTIAL



OVERALL CHALLENGE



Use the overall ratings to situate each market opportunity on the Attractiveness Map.



Build a smart portfolio around your Primary Market Opportunity to mitigate your risk and increase your value.

I. Choose a Primary Market Opportunity to focus on (based on the Attractiveness Map).



II. Pick other attractive market opportunities from your set to examine possible Backup and Growth Options.



Relatedness to your Primary Market Opportunity:

PRODUCT RELATEDNESS

To what extent do the products share: technological competences, required resources, necessary networks



MARKET RELATEDNESS

To what extent do the customers share: values and benefits, sales channels, word-of-mouth



Suitable as:

BACKUP OPTION

Attractive market opportunities that do not share major risks with your Primary Market Opportunity to allow for a change in direction

Backup

Backup

Backup

GROWTH OPTION

Attractive market opportunities that allow your business to create additional value

Growth

Growth

Growth

III. Design your Agile Focus Strategy:

- Keep at least one Backup and one Growth Option open
- Decide if any option is worth pursuing now
- Place the rest in storage

Pursue now

Keep open

Place in storage

Pursue now

Keep open

Place in storage

Pursue now

Keep open

Place in storage

