



As entrepreneurs and innovators, you were trained to run fast but are you running in the right direction? The market opportunity navigator helps you to discover your most valuable market opportunities and find out where to play so that you can benefit the most, and focus on your most valuable market opportunities. This easy method involves three simple steps; three practical worksheets will guide you through the process: First, you generate your market opportunity set while identifying different types of customers whose needs you can address. Second, you create your attractiveness map. This means that you align your market opportunities based on their potential and the challenge. Third, you create your agile focus by choosing the opportunity that you want to focus on, and the options which you would like to keep open for backup or future growth. This strategy enables you to be focused on what is currently important; and at the same time stay flexible on what might become important further down the road. Keeping this future roadmap in mind is crucial for decisions concerning technological development, human resources marketing and branding.

Notes

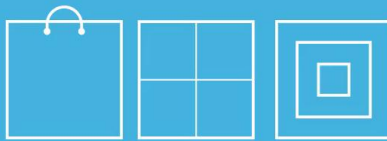
Summary



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Want to learn more?
Join us in our MOOC

'WHICH MARKETS TO PLAY IN – *a tool for entrepreneurs and innovators*'



It will make sure that you do not need to return to the starting point if pivoting is required. By using the navigator, you can easily communicate and discuss your opportunities with your team and stakeholders. And it is designed to reinforce and work smoothly with other common business tools. Use this proven method to benefit from a foreign structured decision-making process whenever you need to revisit your strategy and get the most value for your innovation. Want to learn more? Join us in our MOOC, "Which markets to play in", a tool for entrepreneurs and innovators.

Notes

Summary



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