

Your teachers



Prof. Dr. Marc Gruber

- Vice President for Innovation of EPFL
- Professor for Entrepreneurship & Technology Commercialization
- 3 times winner of the Thought Leader Award of the Academy of Management



to play in?

- Hello! - And welcome to our mooc. I'm Sharon. - And i'm Marc. - We'll be your guides for this course. In this course, we wish to help entrepreneurs and innovators in making one of the most profound decision for their ventures. That is: "Which market to play in". - For this purpose, we will present to you an easy-to-apply business tool called "The market opportunity navigator" that offers a structure for making this complex, and (many would say) most important decision in your venturing or innovation process. - But before we go into the details, let us briefly introduce ourselves. - So i'm Marc Gruber. I'm vice-president for innovation at EPFL which is "Ecole Polytechnique Fédéral de Lausanne"; the swiss federal institute of technology in Lausanne (Switzerland) on the beautiful lake of Geneva. So we cannot complain about our location. I'm professor of entrepreneurship and technology commercialization at my school. And in this capacity, i have done a lot of research, a lot of teaching on technology commercialization among others, on this idea of market opportunity identification that we will talk about in this mooc.

Notes

Summary



0m 04s

Your teachers



Dr. Sharon Tal

- Co-founder and former executive director of the Technion Entrepreneurship Center
- well-recognized lecturer on marketing for high-tech start-ups
- Vast experience in marketing and strategic consulting



to play in?

- And i'm Sharon Tal, co-founder and former executive director of the Entrepreneurship Center at the Technion, Israel institute of technology. I also teach marketting for many years now, both for firms or startups, using my vast experience as a marketting manager and as a strategic consultant.

Notes

Summary

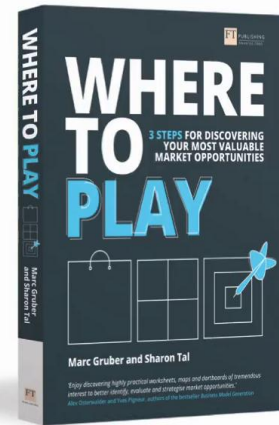


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If you want to learn more...

Where to Play

3 steps for discovering your most valuable market opportunities



Which markets to play in?

- So over the last year, we've done a lot of research projects. We basically investigated hundreds, if not, thousands of startups in technology to understand this very critical early stage decision of what type of market you can identify and focus on - We actually learned many things from these studies. But probably the most important thing that we understood was that there was no structured framework for entrepreneurs and innovators when they strive to make this profound decision. This actually turned to be the basis for the Market Opportunity Navigator. - And together, we wrote this book here that takes you by the hand and guides you through the three steps of the Market Opportunity Navigator. The book is filled. and the mooc is filled with a lot of interesting examples, case studies from many countries around the world.

Notes

Summary



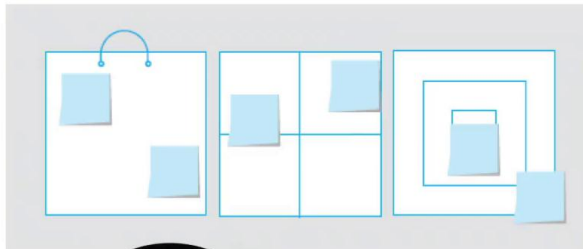
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Find the right markets for your innovation

In this MOOC, we will present

The Market Opportunity Navigator

to help you make the right market choice



In this mooc, we will present you the Market Opportunity Navigator which will help you to make the right market choice and reap the greatest benefit from your commercialization efforts.

Notes

Summary



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The Market Opportunity Navigator

Will help you:

-  Discover promising market opportunities
-  Evaluate their value
-  Set your strategic focus smartly

To make sure that you are
**running in the right direction &
remaining agile without losing your focus**



to play in?

- The Market Opportunity Navigator is a business tool that will help you to discover promising market opportunities, evaluate their value and set your strategic focus smartly to make sure that you are running in the right direction and remaining agile without losing your focus.

Notes

Summary



2m 35s



Which markets to play in?

[speaking together] Join us in this exciting learning journey.

Notes

Summary



2m 53s