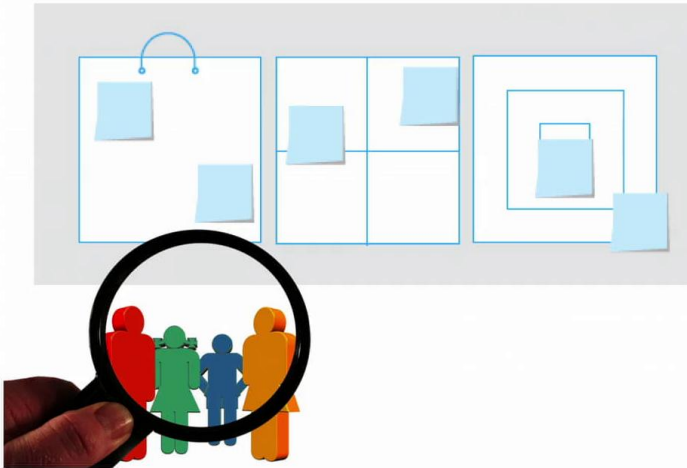


Supporting your market choice

Applying the Market Opportunity Navigator can be beneficial in different cases and for different users.



... markets to play in?

Hi there and welcome. In this segment, we will briefly discuss the different use cases for the Market Opportunity Navigator so you can understand if this is applicable to your own situation or dilemmas. The Navigator offers a structured process to support your market opportunity choice. It can be applied in many business situations by different types of users.

Notes

Summary

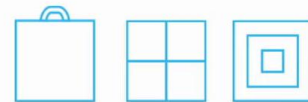


0m 04s

Its possible to start from different entry points



Although this is a structured process, it is actually possible to apply the Navigator in a different order, or simply use its individual parts.



You can start using the Navigator at different stages, and use different steps, depending on what you already know and what you have already decided.

Which markets to play in?

Probably the most important point to begin with is that you can apply the three steps of the Navigator according to your own needs. Although we portray the Navigator's process in a stage manner, is actually possible and sometimes even more useful if you apply the navigator in a different order or simply use the individual parts according to your specific questions or dilemmas. It is also possible to start the process from different entry points depending on what you already know and what you have already decided. For example, you may use the navigator to compare potential market opportunities but not to generate alternatives or to build a smart portfolio around the target market opportunity that you already pursue.

Notes

Summary



0m 34s

Technology push and market pull



Some firms start with the intention to address a specific market need. This approach is called 'market pull'.

If this case, the Navigator allows you to evaluate your initial target market. If it proves to be a worthwhile opportunity, you can then build an Agile Focus Strategy around it. If it turns out to be a weak opportunity, the Navigator will assist you in discovering more valuable ones!

Which markets to play in?

Other than that, the navigator is suitable for different types of entrepreneurial beginnings. Some firms start with the intention to address a specific market need. This approach is typically called Market Pull. If your firm falls in this category you will find great value in applying the market opportunity navigator because it allows you to evaluate your initial target market. If this proves to be a worthwhile opportunity you can then build an Agile Focused Strategy around it. If it turns out to be a weak opportunity the navigator will assist you in discovering more valuable options.

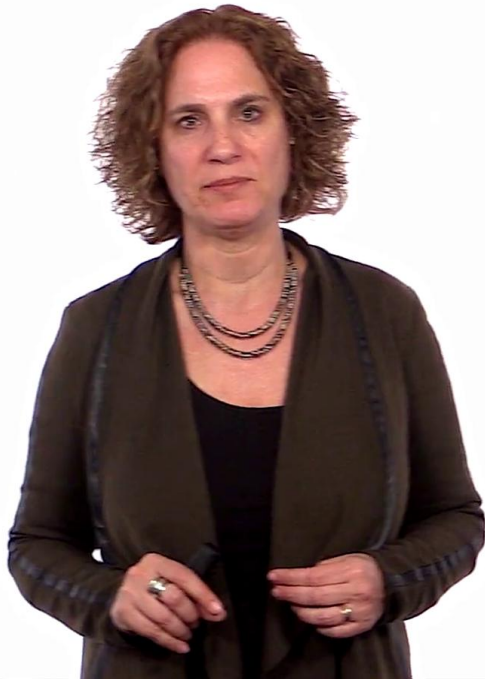
Notes

Summary



1m 28s

Technology push and market pull



Some firms start with a technological invention, and search for potential uses for their technology. This approach is called 'technology push'.

If your firm falls in this category, you will find great value in the Navigator as it allows you to discover potential market opportunities, to evaluate them, and to develop your Agile Focus Strategy.

Which markets to play in?

On the other hand, some firms may start with developing a technological invention and search for potential uses for their technology, they are typically called Technology Push Firms. If your firm falls in this category you will find great value in applying the navigator because it allows you to discover possible market opportunities to evaluate them and to develop your Agile Focus Strategy.

Notes

Summary



2m 15s

Initial market choice and over time



The Navigator will help you in setting your initial market entry decision, and also over time - whenever you need to re-think your strategy!

Apply the Navigator in an on-going manner:

- Trace back, track and update your decision
- Navigate the pivoting process
- Navigate the growth process



Which markets to play in?

But the navigator is not only useful for setting your initial market entry strategy. In fact, finding the right direction for your run is a difficult question that bothers entrepreneurs and innovators not only as they choose their initial path, but also overtime as they strive to pursue it. Because things may constantly evolve and new parameter may require additional attention. So with the navigator you can capture your ongoing learning and update your situation effectively. It allows you to trace back, track and update your decision. If strategic changes are required you will see them more easily. It will also come handy when pivoting is required. If you hit the wall and need to recalculate your route the navigator will assist you in discovering evaluating and choosing your new strategy. Lastly, running in the right direction is also a relevant question when it's time to grow your business. Whether you are still a startup or a larger enterprise the navigator will be useful as you search for your next pathway to success.

Notes

Summary



2m 45s

Startups and established firms



Faced with uncertainty, start-ups often struggle to find their path to success. They need to focus on the most valuable opportunity and hedge their bets at the same time...and all with limited resources.

The Navigator helps entrepreneurs to identify and map their options, and to choose a path that can lead them to success.

Which markets to play in?

Because the navigator is valuable not only for a setting your initial strategy but also over time as you grow and evolve. It is suitable not only for startups but also for well-established firms. Startups that face an inherent uncertainty usually struggles to find their path to success. They need to focus on pursuing the most valuable opportunity on the one hand, and to hedge their bets on the other and all with limited resources. The navigator can guide entrepreneurs to do just that. It will help them to identify and map their options and to choose a path that can lead them to success.

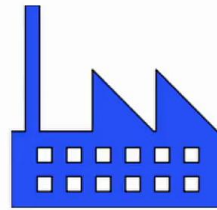
Notes

Summary



4m 07s

Startups and established firms



Established firms often struggle in creating the most value from their existing assets, and in identifying opportunities for new growth.

The Navigator helps established firms to identify the next BIG thing and to manage their innovation funnel smartly, so that their growth efforts are better positioned for success.

Which markets to play in?

As for established firms they often struggle to create the most value from their existing assets and to identify opportunities for new growth. The navigator will help establish firm to identify the next BIG thing and to manage their innovation funnels smartly, so that their entrepreneurial endeavors are better positioned for success.

Notes

Summary



4m 54s

And other types of users...



Technology
transfer offices



Investors



Educators and
accelerators



Which markets to play in?

In addition to small and large firms there are other types of users that can find the navigator valuable for their needs. First, technology transfer offices that attempt to commercialize innovative technologies stemming from their laboratories can use the navigator to find potential applications and customers for these inventions. Second, investors that are constantly looking for promising businesses can use the navigator as a screening tool to evaluate the attractiveness of an opportunity, and if it proves to be interesting to encourage the development of a smart portfolio around it. Third, educators and accelerators that attempt to accompany budding entrepreneurs can use this business tool to clearly lay out all the major considerations of this important process and to enrich the toolbox of their trainees.

Notes

Summary



5m 20s

Summary



Identifying, evaluating and exploiting new market opportunities is core to anyone dealing with commercializing innovations.

Apply the Market Opportunity Navigator whenever its time to set, adapt, or advance your strategy.

Which markets to play in?

To summarize, identifying, evaluating and exploiting new market opportunities is core to creating significant value for anyone who is dealing with commercializing innovations. The navigator can therefore be applied by different types of users and also at different phases of the venture. Starting with the initial strategic conception and accompanying managers overtime whenever they need to change, adapt or advance their

Notes

Summary



6m 22s