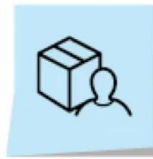


A market opportunity



Every application of your abilities, for a specific set of customers, is one *market opportunity* for your firm.

Which markets to play in?

So the question is now how to move from the bottom part of worksheet1 with all the market opportunities that we have identified. Remember the Augury sample which presents actually a very broad range of market opportunities and different sub-segments and how you move from the bottom part to the market opportunity navigator. And that's only one issue to keep in mind and we call this issue the continents and countries question. So you remember that every application of your abilities for a specific set of customers is one market opportunity of your firm.

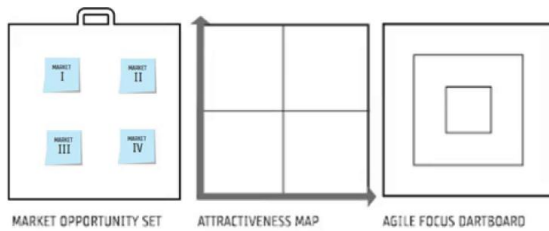
Notes

Summary



0m 05s

The desired outcome- your Market Opportunity Set



The set of possible market opportunities for your firm.

These can be varied options, addressing different types of needs for different types of customers.



Which markets to play in?

So when you think about the example from Saar And Gaul Augury. And the work they have filled in they have a lot of potential market opportunities that they can move into this first part of them navigate a process into this briefcase. The market opportunity set as it's picked it up here on the site. And as you remember also from the Augury example these can be varied options. Some are very broad. Some are sub-segments and you might already have a hunch of what my continents and countries issue will be like that I'm going to address in a minute.

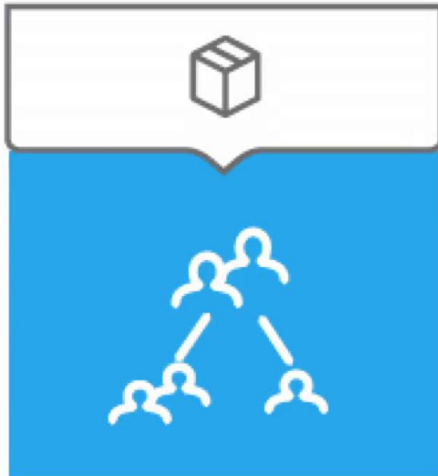
Notes

Summary



0m 35s

Identifying possible customers



On Worksheet 1, we encourage you to zoom-in and zoom-out on potential customer segments:

Zoom-in to identify sub-segments

Zoom-out to identify a broader set of users

This zooming-in creates different levels of analysis...

Which markets to play in?

But we create that give you the tip to say can we zoom in and zoom out to identify even more opportunities zooming in, meaning you are identified based on a broad opportunity sub-segments or zooming out meaning you actually use sub-segments and then try to understand what broader market could be above them. This creates these tree structures. But these tree structures also bed within themselves. Different levels of analysis. And I think that's where the trick comes in you know in order to ultimately be able to evaluate different market opportunities with each other and compare these market opportunities.

Notes

Summary



Continents and countries



You can also think about this as 'continents and countries'

A **continent** is a broad market domain (or a vertical)

Every continent contains multiple **countries** – or market segments

Which markets to play in?

You will have to have market opportunities on the same level of analysis. This is the continents and countries question a continent in that sense is a broad market domain or a vertical in the continent you know content several countries you know all market segments.

Notes

Summary



1m 52s

The right level of abstraction



Too broad is not good, as it will become difficult to truly evaluate and compare market opportunities with each other.

In a broad market domain there are likely some segments that will provide you with more fertile ground than others!

Which markets to play in?

So in order to arrive at a consistent market opportunity set you will have to have market opportunities at your fingertips that are at the same level of stretch. Otherwise this would be almost impossible to compare. Too broad is not good because think about it a broad market segment means that there are some segments below there no country continent has different cuts of countries. They might have very different types of feature characteristics some might be very attractive some might be less attractive. So it's really difficult to understand which is if you look at the continent level which type of segments are attractive and which type of segments are not attractive. Some provide just more fertile ground than others.

Notes

Summary



2m 08s

The right level of abstraction



Too narrow is often not good either, as you will want a market opportunity that addresses a homogeneous customer set that is still sufficiently large to warrant your efforts!



Which markets to play in?

Too narrow is also often not good as you want to address a market segment that has a certain size to make your effort worthwhile.

Notes

Summary



2m 53s



The decision whether Augury should diagnose machines or bodies is a **continent analysis**, and a critical one to begin with, because it is almost impossible to move from one domain to the other.

Which markets to play in?

An interesting illustration of this continent versus country that can provide both agree you remember the day I identified a truly exciting opportunity set on very different continents. They had the machine applications and they had the human body application. This is very, very different. These are truly different continents. And when you think about this Augury example Saar and Gaul really have to make a decision before they commit to a certain market domain. Which area they want to go. Should they go into the human body applications or should they go into the area of machine predictive maintenance. So to make this major decision Gaul and Saar had to understand first the different possible market segment which is within each continent then had to evaluate the overall potential and challenges in each continent. Over all they discovered that their offering could be disruptive in machine maintenance. While many big payoffs already attempt to offer predictive health care products in the medical domain hence they considered the potential in the machine domain to be much higher and the overall challenge is to be lower cost medical devices require a heavy regulation. For instance, the South Augury is founders chose to focus on predictive maintenance for machine and put aside the medical market.

Notes

Summary



3m 00s

Summary



Strive to generate many possible continents and countries, but make sure to pick options on the same level of analysis for a consistent **Market Opportunity Set.**

Which markets to play in?

So while we urge you to generate as many varied options market opportunities as possible. Make sure when you create your market opportunity set, that you pick options at the same level of analysis. Otherwise you do not end up with a consistent market opportunity set, pick the same level of analysis.

Notes

Summary



4m 25s