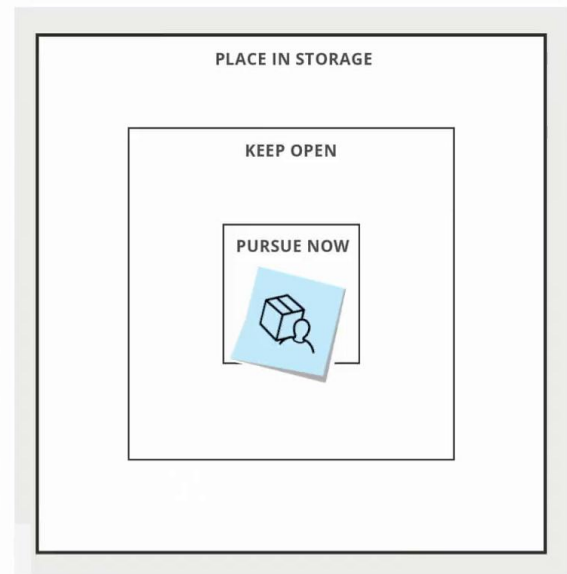


Designing your Agile Focus Strategy

The design of your Agile Focus Strategy begins with choosing your **Primary Market Opportunity**.

Once this is set, you can start planning your smart portfolio of growth and backup options.



Which markets to play in?

So, let's dive into this exciting element the last part of your market opportunity navigator designing the agile focus strategy, this is a part that links basically the second box of your market opportunity navigator with the third box. So, we have to understand the outcomes of the attractiveness mapping in order to design the startup strategy in the third box, so the design of your agile focused strategy actually begins with choosing your primary market opportunity. Once this one is set, you can start planning your smart portfolio of growth and backup options around it.

Notes

Summary



A Primary Market Opportunity



The Primary Market Opportunity is the option that you want to focus on:
the one that you will pursue with full force, investing most of your resources and capabilities in conquering it.



's to play in?

So, what is your primary market opportunity? It's the one where you're throwing almost all of your resources, that you're almost all of your energy, almost all of your attention you know?

Notes

Summary



0m 44s

Which candy is the best one for you?

Choosing your Primary Market Opportunity could be a difficult decision, as you are forced to let go of other seemingly interesting alternatives, and you are not really sure which one should eventually win your attention...

This is one you're trying to pursue with full force essentially, but you might have multiple opportunities that would be good candidates as a primary for primary market opportunity. So, this feels a bit like being in a candy store maybe to you, you have multiple candies you don't know which one to choose, which one is the best one all look somehow enticing look at this beautiful picture here. Candies in all kinds of colors and shapes and I'm getting hungry just watching this one here, but the question is which candy is really the best one for you? Choosing your primary market opportunity could be quite a difficult decision you know? As you are forced to let go of other seemingly interesting alternatives and you're not really sure which ones you should eventually and which one should eventually win your attention.

Notes

Summary



0m 54s

Choosing your Primary Market Opportunity



To make a smart choice, you first need to examine the Attractiveness Map, and utilize all the knowledge that you have gathered from the evaluation process.

Which markets to play in?

So, like in the candy store you know if you pick all of them, you will get sick in the end you know as an innovator as an entrepreneur, if you pick all of your market opportunities and there are examples like that out there of companies who did this, you are spreading your resources too thinly you know? You're not getting any traction with any of the market opportunities that you're trying to pursue. So, now it's about choosing your primary market opportunity actually all the information you need you have already gathered you know?

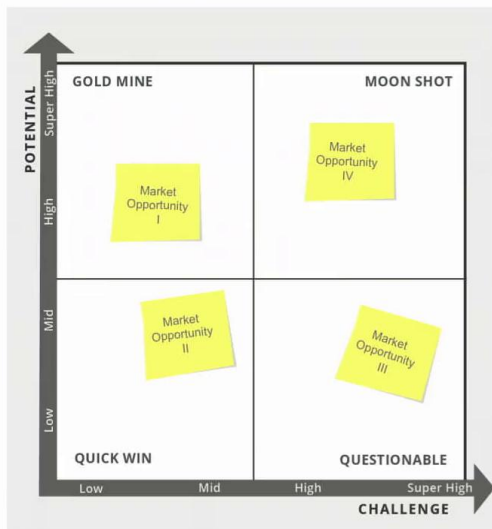
Notes

Summary



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Attractiveness Map considerations



The independent evaluation of each market opportunity, and the overall picture that the Attractiveness Map offers, provide you with a deep understanding of which opportunities are superior to others.

You can compare alternative options and choose your Primary Market Opportunity.

Which markets to play in?

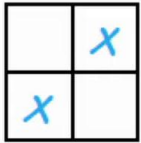
It's evident, it's visible in your attractiveness map remember what you have done there, you have placed all your market opportunities along these two axes. One is covering the potential inherent and the opportunity, the other one is capturing the challenges associated with the opportunity and you placed each and every one of these opportunities based on an assessment with the help of worksheet too. Into this attractiveness map you know the resulting picture is one that shows you the position of each and every opportunity, but also gives you an overview of what your whole portfolio of opportunities looks like and this allows you now to compare alternative options, and actually pick your primary market opportunity.

Notes

Summary



Common patterns of the Attractiveness Map



Diagonal Trade-off

A common pattern, in which your options are spread along the 'risk-return' diagonal.

A preferred market opportunity in this case is not readily apparent.

You can choose to begin with a Quick Win, which would serve as a stepping stone for a more significant option in the future, or you can choose a Moon Shot from the very beginning.



markets to play in?

So, when working with innovators and entrepreneurs we came across frequent patterns in the attractiveness map. Here's a pattern that you might come across one that is actually a very good one to come across, it's a pattern with one clearly superior opportunity, one in the goldmine quadrant of your attractiveness map this means there's one clearly superior opportunities and the others are inferior. So, that one clearly superior opportunity should be your primary market opportunity, there's another recurring pattern that we see it's one where your options are placed on the diagonal in a way, that is the risk-return diagonal. Low risk low return and the lower part, high risk high return and the upper right part so what does this mean? It means; well, there are two options. They come with different risk different returns so you might want to choose here whether you are looking at a moon shot, a moon shot meaning well you have a high potential return but a high potential risk. Or you want to pursue this quick when you know? It's no risk but also no return and depending on your resources and other considerations that we will discuss later on, you might want to choose one or the other.

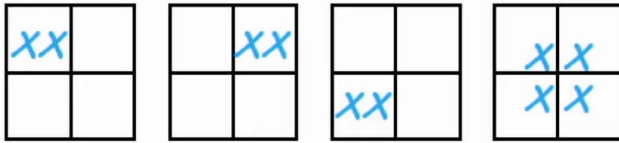
Notes

Summary



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Common patterns of the Attractiveness Map



Options are all Closely Located

Options are all situated in the same quarter, or they are all be scattered around the middle. In these cases, the best option is not apparent, as opportunities are not too distinctive in terms of their Potential and their Challenge.

Choosing your Primary Market Opportunity depends on your personal preferences and those of your stakeholders, or on specific factors in Worksheet 2 that seem most important to you.



markets to play in?

So another recurring pattern that we have seen is one where your options are not so distinctive so you might have two moon shots, you might have two gold mines if you're lucky, you might have two question of etc. So, it's not so apparent to which one to choose you know? So, you can anchor your primary market opportunities and say well we have these criteria that are taken into account but you can also have personal correct here. That are meaningful in selecting all the ones of your stakeholders we will talk about this a bit more in the next segment. So, this is a situation where it's not so straightforward which market opportunity should become your primary market opportunity.

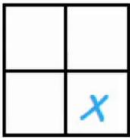
Notes

Summary



4m 25s

Common patterns of the Attractiveness Map



No Attractive Options

You may find yourself with opportunities that are not sufficiently attractive. If all your options are located in the Questionable quarter, you could either try to identify additional market opportunities, or think about how to shape one of your options to improve its location on the Attractiveness Map.

Try not to choose a Questionable option as your Primary Market Opportunity.



... markets to play in?

There's another a fourth recurring pattern that is shown here it's about an opportunity that is, that is anchored in your questionable quadrant you should not use this one as a primary market opportunity. This is an opportunity that is associated with high challenges and low returns, why on earth would you want to waste your time on this type of opportunity?

Notes

Summary



5m 10s

Summary



Sometimes the map provides a clear answer that simplifies your choice. But in other cases, the location of your options on the Attractiveness Map does not provide a straightforward answer.

In the next segment, we will present other important considerations that may come into play when choosing your Primary Market Opportunity.

Which markets to play in?

So, overall what we have seen is that there are instances where there's a clear primary market opportunity, but there are also instances where this is not as clear as you may wish for and therefore we add another segment here, which helps you understand; well what are other types of important considerations when choosing your primary market opportunity.

Notes

Summary



5m 34s