



Safe drones for operating indoors,
in complex and confined spaces,
and in contact with people



Which markets to play in?

Hello, and welcome back. In this wrap-up video, we will go back to flyability to see how they chose which markets to play, and design their agile focus strategy. As you surely remember by now, flyability builds safe drones for operating indoors in complex and confined spaces, and in contact with people.

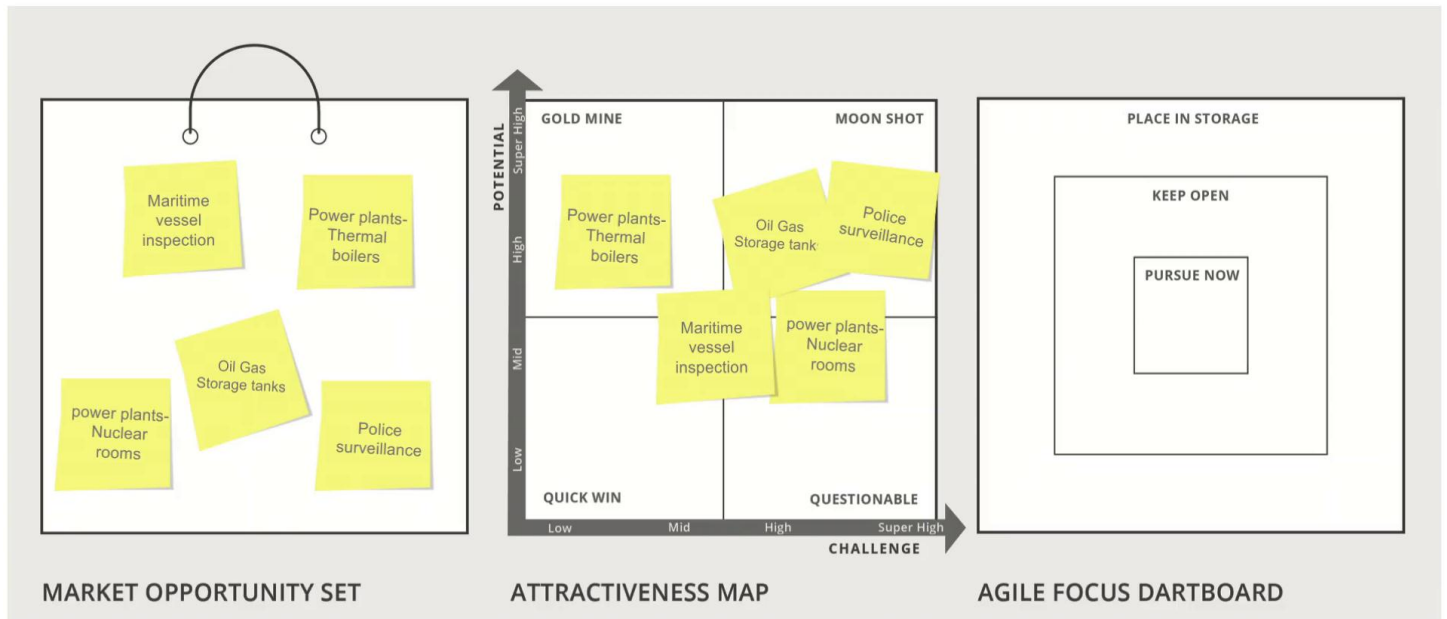
Notes

Summary



0m 04s

The Market Opportunity Navigator- 2nd step



Which markets to play in?

In week 3, we presented how the firm evaluated their five market opportunities, and met them on the attractiveness map as you can see right here, let's go back now to mark Gallo liabilities market manager, to see how they design their agile focused strategy.

Notes

Summary



0m 31s



So, in terms of priority and how we would address a different market, we decided to first focus on the boiler and thermal plant this was a very straight forward market. Where there was a clear reason to buy and to adopt the technology, so we started with that and this is how we also kind of tailored the product step by step, to make sure that it fulfills the requirement of the industry, and we were going there doing a trial, failing, changing a few things and going back and trying again. And this is really how we built the product and using this market, then we decided at the beginning to leave the vessel inspection and the oil and gas storage tank opportunities aside, as a growth opportunity because the time the time scale was a bit longer. The adoption of our product in oil and gas required to either drive changes that the customer, so that they the use our technology as it is and change their procedures to make sure that you can fire drone in such an environment. For the vessel inspection it was a bit to same you know at that making sure that you are adopted by the industry, that you meet the standards that they are they are asking for. So, this was kind of delaying the opportunity.

Notes

Summary

0m 54s





So, we decided to put that and keep it aside for a gross opportunity later stage. For the police we also decided to keep it as a backup because at first during the initial analysis that we made, we saw it more as a very difficult market to enter, and we didn't want to attack that very hard market you know? In the first place so it was more you know a backup solution for us. Regarding the nuclear plant here the volume was very low and the different challenges that the technical challenges that we're standing in the line; we're kind of making this this opportunity less attractive.

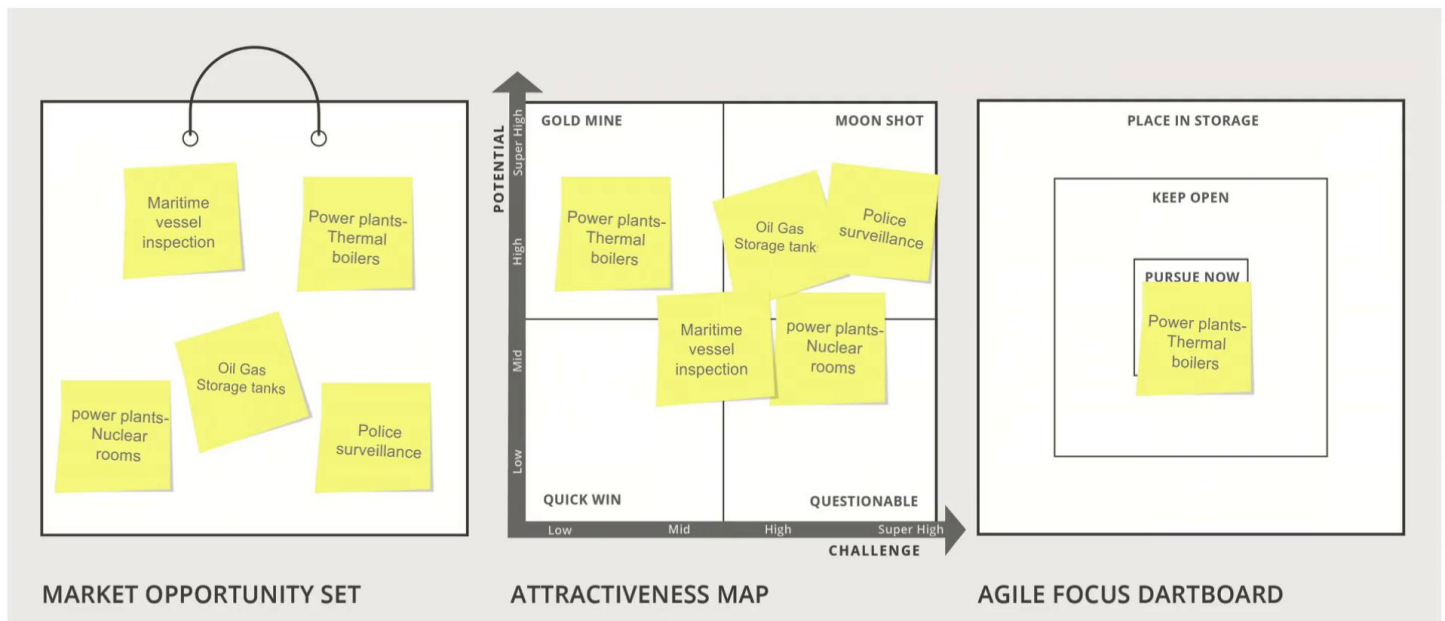
Notes

Summary



2m 31s

The Market Opportunity Navigator- 3rd step



Which markets to play in?

So, we really decided to store it for the initial phase, indeed the first step in designing an agile focused strategy is setting your primary market opportunity, liabilities attractiveness map shows that inspecting boilers in thermal power plants is the most attractive market opportunity, at this early stage. So, as Mark said the team decided that this will be their primary market opportunity, once this was set it was time to design a smart portfolio of backup and growth options, that will allow flyability to mitigate risk and increase the value of its activities over time. Let's apply worksheet three to see how this was done as Mark described three market opportunities were relevant candidates for becoming backup or growth option, first the inspection of storage tanks in the oil and gas industry while the product is only somewhat related as it required the ability to work in explosive areas.

Notes

Summary



3

WORKSHEET 3

DESIGN YOUR AGILE FOCUS STRATEGY

NAME
Flyability
DATE

Build an agile portfolio around your Primary Market Opportunity to to mitigate your risk and increase your value with minimum effort

I. Choose a Primary Market Opportunity to focus on (based on the Attractiveness Map)

Power plants – thermal boilers

Oil & Gas Storage tanks

Maritime vessel inspection

Police surveillance

Relatedness to your Primary Market Opportunity:

PRODUCT RELATEDNESS

To what extent do the products share: technological competences, required resources, necessary networks

MARKET RELATEDNESS

To what extent do the customers share: values and benefits, sales channels, word-of-mouth

Suitable as:

BACKUP OPTION

Attractive market opportunities that do not share major risks with your Primary Market Opportunity to allow for a change in direction

GROWTH OPTION

Attractive market opportunities that allow your business to create additional value

III. Keep at least one Backup Option and one Growth Option open.

You can decide to pursue some options now. Place the rest in storage

Pursue now

Keep open

Place in storage

Pursue now

Keep open

Place in storage

Pursue now

Keep open

Place in storage

Mark your strategy on the Agile Focus Dashboard.

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Which markets to play in?

The markets are relatively closed especially since they share the same distribution channels for non-destructive testing equipment; overall this attractive opportunity is suitable for future growth and hence was kept open. Second, the inspection of vessels in the maritime industry although some stability improvements are needed, the required products are quite similar and hence tightly related, yet the customer segments only share a limited number of similarities. Overall, this is quite an attractive opportunity that can also be suitable for future growth and therefore was kept open, third intelligence and surveillance for police forces, this is the most unrelated opportunity while the product shares some similarities the customer segments are completely distant. Customers don't value the same benefit and don't share sales channels or word of mouth, in general, this opportunity bears different risks than that of the primary market and it also quite challenging, and therefore it qualifies as a backup option and is kept open. Finally the last examine opportunity the inspection of nuclear rooms in energy plants, will be placed in storage for that as it is the least attractive option.

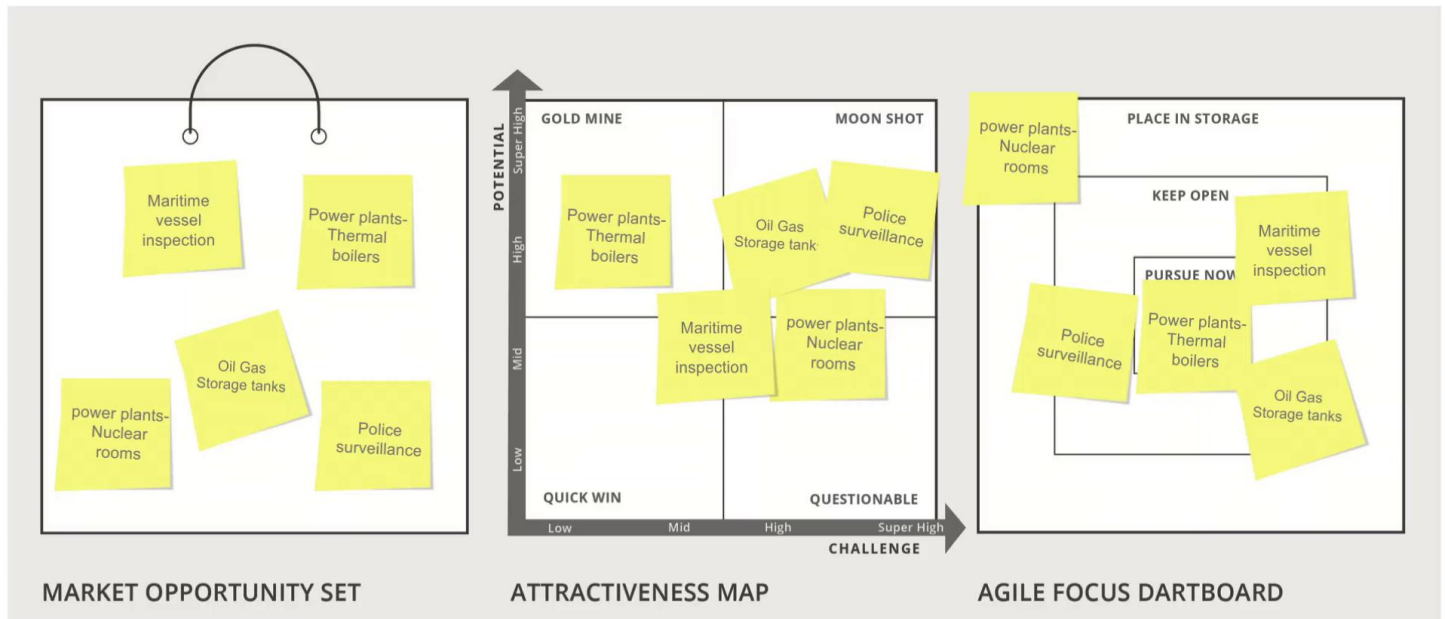
Notes

Summary

4.5 - Wrap up

7 of 8

The Market Opportunity Navigator- 3rd step



Which markets to play in?

Flyabilities agile focus strategy is now set and can be depicted on the dartboard, this strategic choice provides a clear market entry roadmap and a clear technological roadmap for flyability's managers. It enables them to set the right development priorities, build relevant networks and design the proper marketing material moreover the team has now the right skills for applying a well-structured decision-making process, whenever it is time to rethink their strategy.

Notes

Summary



6m 27s