

Our goal for this week



At the end of this week you will:

- ✓ Understand how the Agile Focus Strategy affects your commercialization efforts
- ✓ Learn how to benefit from the Market Opportunity Navigator over time
- ✓ Employ the Navigator in concert with other business tools

Which markets to play in?

Hi, and welcome to the final week of our MOOC. During this week, we will focus on the main benefits and implications of the Market Opportunity Navigator and of its outcome—the agile focus strategy. This will help you to get the most out of the Navigator—now and over time. As you should know by now, the Market Opportunity Navigator will help you to navigate successfully within the landscape of market opportunities, so that you can reap the greatest value of your innovation. In order to work effectively with the Navigator and to get the most out of it, there are several important issues that you need to understand. First, you need to understand how the agile focused strategy influences key issues in creating your venture and in commercializing your innovation. Second, you need to understand how you can benefit from the Market Opportunity Navigator in an ongoing manner. And third, you need to understand how to use the Navigator together with other business tools to make your learning process broad and complete.

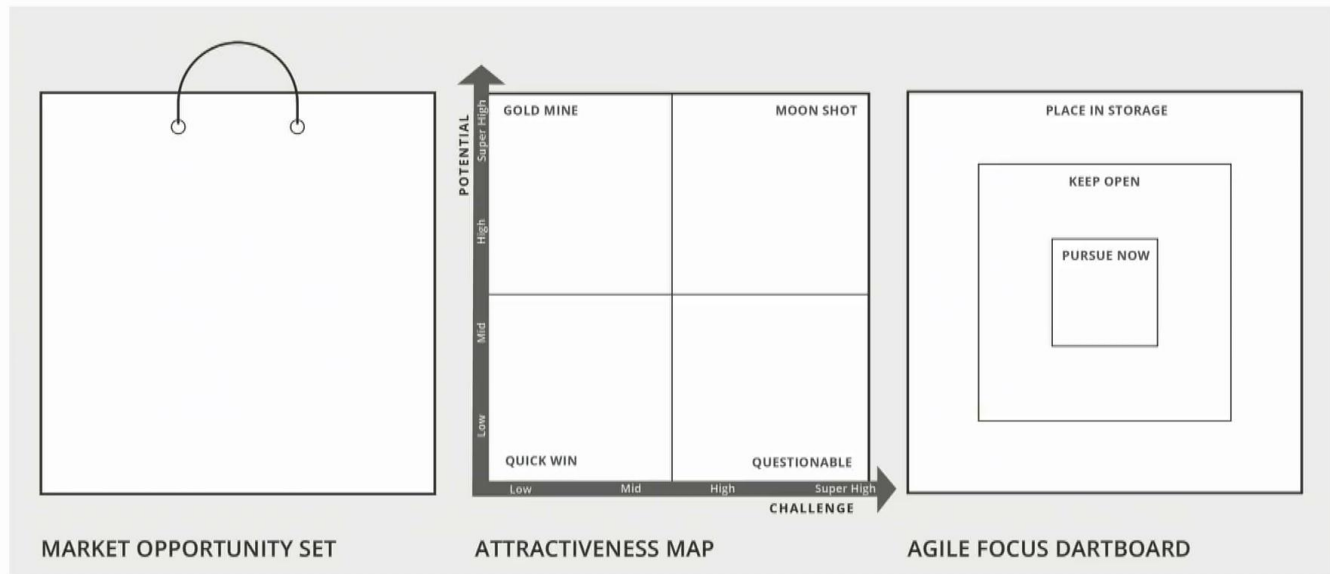
Notes

Summary



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The Market Opportunity Navigator



Which markets to play in?

But before we go into these details, let's briefly summarize the logic beyond the Market Opportunity Navigator. The Navigator is designed to help you master your market opportunity strategy. As such, it covers the three main questions that you need to consider for making a smart choice. One: which market opportunities exist for us? Two: what are the most attractive market opportunities for us? And three: what market opportunities should we focus on. The Navigator takes you step by step through these three questions. By now, we've learned about each step of the Navigator—what it means, why is it important, and how it should be done.

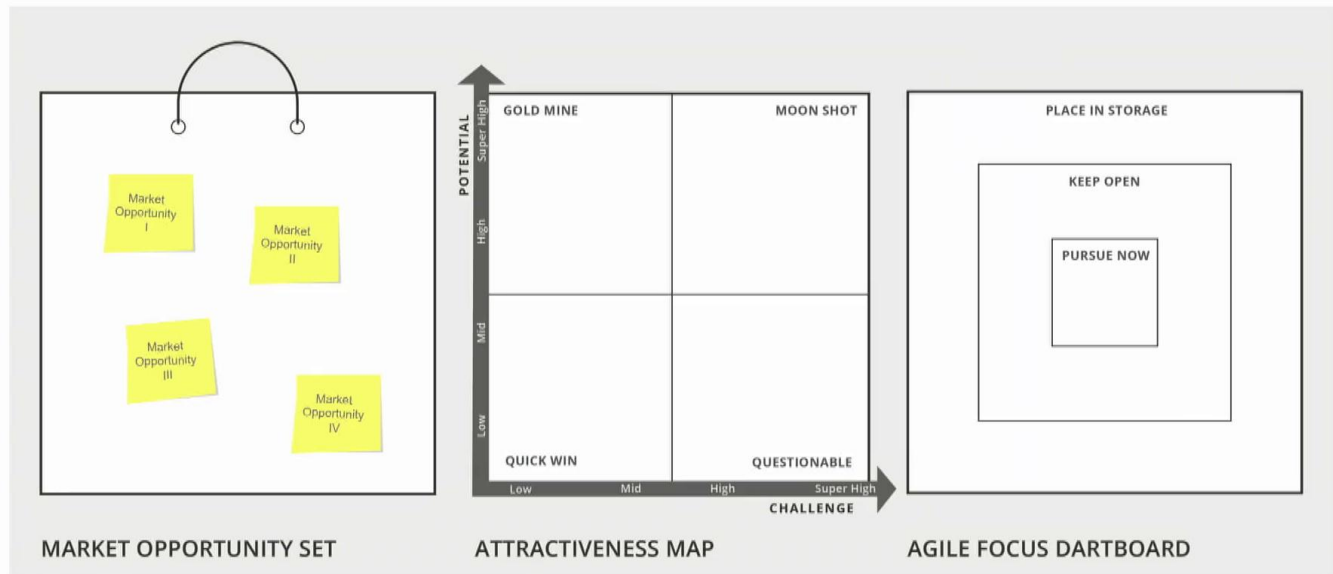
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Summary



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The Market Opportunity Navigator- 1st step



Which markets to play in?

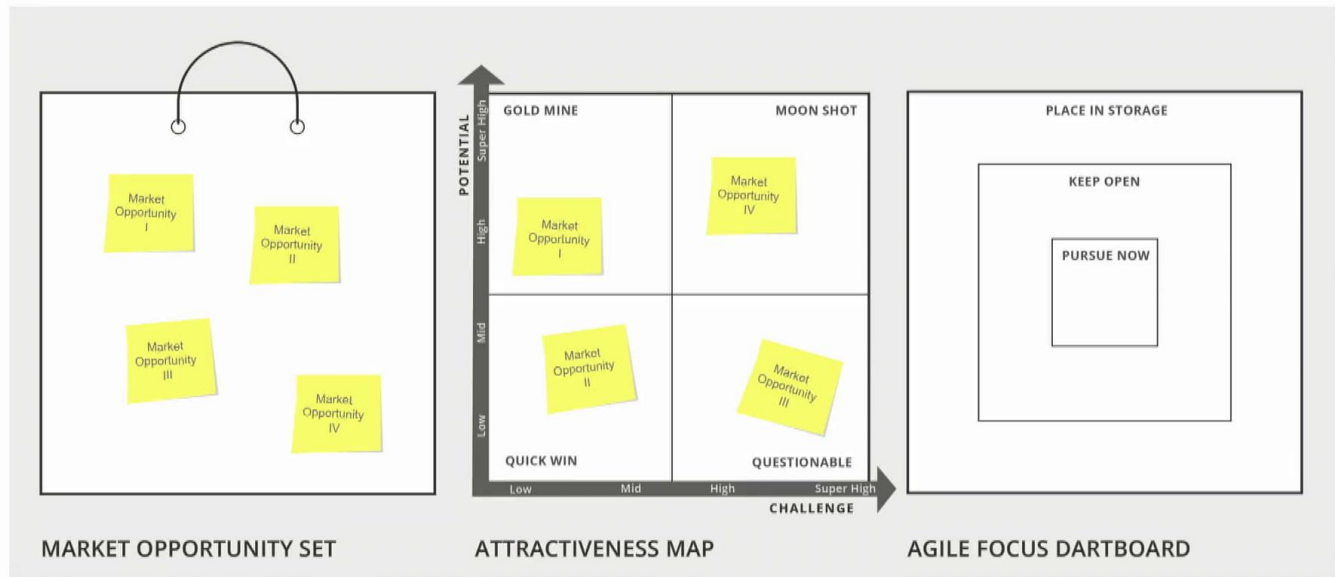
The first step is your Market Opportunity Set i.e. the set of possible markets that you can address with your core abilities. These can be varied options related to different types of needs for different types of customers. Having a varied set of market opportunities is a real asset to the firm by itself as it increases your chances of focusing on the most promising option. It also provides the basis for Plan B if required, and for unlocking new growth opportunities over time. As you recall, worksheet one guides you through the process of discovering valuable market opportunities. It begins with the assessment of your core abilities to understand the different types of applications that you can address for different sets of customers.

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The Market Opportunity Navigator- 2nd step



Which markets to play in?

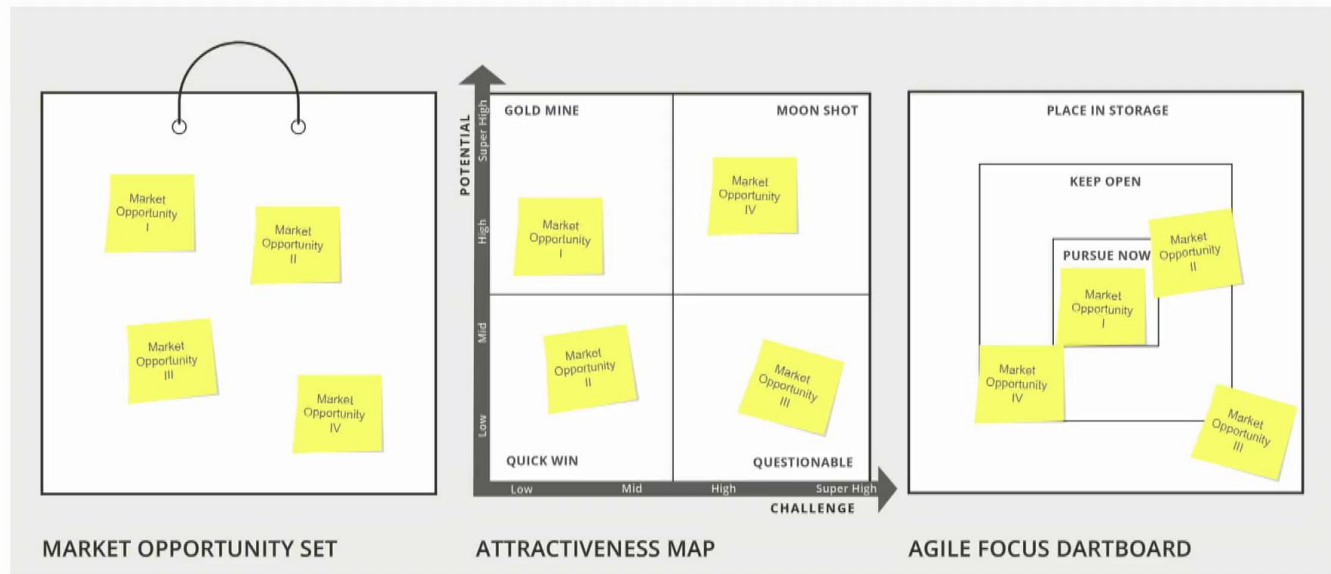
The second step of the Market Opportunity Navigator is the Attractiveness Map. This map allows you to depict the evaluation of your market opportunities, so you can visually grasp their upsides and downsides and compare them with each other to locate the most promising options. As you recall, the attractiveness of possible market opportunities is based on their value creation potential and on the challenge encountered in capturing this value. Worksheet two guides you how to rate each option on both dimensions so you can position it on the map.

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The Market Opportunity Navigator- 3rd step



Which markets to play in?

The last step of the Market Opportunity Navigator is the Agile Focus Dartboard where you depict your agile focus strategy. This strategy balances the tension between focus and flexibility by consciously keeping open other market opportunities—those that will allow you to mitigate your risk and increase your value with minimum effort. It enables you to focus on pursuing the most attractive market opportunity while avoiding a locking that might be potentially fatal. Worksheet 3 guide you through the process of designing your agile focused strategy. After choosing your primary market opportunity, you can look for suitable backup and growth options based on their attractiveness and their relatedness to your primary market. This analysis helps you to decide which options should be pursued now, kept open for later stages, or placed in storage.

Notes

Summary



Strategising under uncertainty

The Agile Focus Strategy is essential
for running in the right direction,
AND for remaining agile in the face of
uncertainty.

Eventually, it will have significant
implications on how you design and
build your firm.



lets to play in?

This final output of the Navigator helps you to make sure that you are running in the right direction while managing your firm with foresight and agility to handle uncertainty. Eventually, this strategy bears significant implications on how you build and design your venture. For example, it will influence how you develop your technology, file your patents, choose a brand name, or perform any other imprinting actions. So during this week, we will elaborate on how this strategy can influence your firm to enhance its flexibility.

Notes

Summary



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Navigating over time

When ever you need to re-think your strategy, the Navigator can help you to find your path...



markets to play in?

The Navigator not only gives you the ability to deliberately plan a smart strategy but also to reflect on your knowledge and to adjust your decisions as you progress through your journey. In short, it can help you to discover your best direction whenever you need to rethink your strategy. In fact, this is exactly why we call it a 'Navigator.' So during this week, we will also show you how you can benefit from the ongoing use of the Navigator, and why we recommend to make it a habit.

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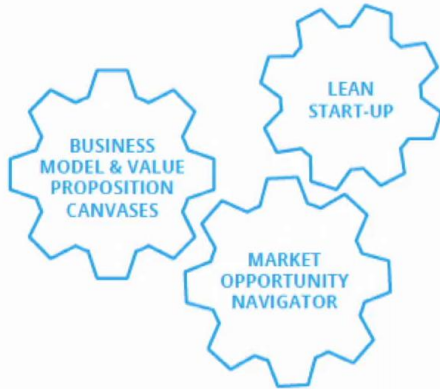
Summary



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Learning, planning and validating

To make your learning process broad and complete, use the Market Opportunity Navigator together with other key methods and business tools.



to play in?

Lastly to make your learning process broad and complete, we recommend that you use the Market Opportunity Navigator together with other key methods and business tools. More specifically, the Navigator is designed to work seamlessly with The Business Model and The Value Proposition Canvases, which were created by Alexander Osterwalder and Yves Pigneur, and with the Lean Startup methodology, which was created by Eric Ries. Together, this suite of business tools helps you in planning and invalidating your strategy so you can set your path for success. During the last part of this week, we will discuss how to use the Navigator in concert with these complementing tools.

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Summary



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In this week, you will learn about
the implications and
the benefits of the
Market Opportunity Navigator,
so that you can get the most
out of it!

Which markets to play in?

In short, to get the most out of the Market Opportunity Navigator, it is important that you understand its benefits and implications—now and over time. So, let's get to work.

Notes

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