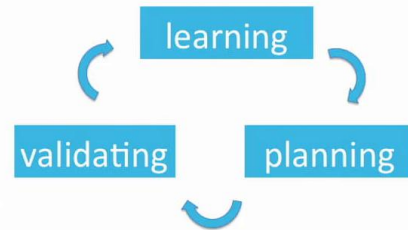


Designing a business strategy is complicated



It involves an iterative process of:



A handful of great business tools and methods can help you as you strive to set a winning strategy.

Which markets to play in?

Hi there, and welcome back to week five that examines the implications and the benefits of the Market Opportunity Navigator. In this last section, we want to discuss how you can benefit from using the Navigator together with other well-known business tools to make your learning process more broad and complete as you strive to set your strategy. Designing your business strategy is clearly a complicated task; it involves an iterative process of learning about your business world, planning your strategic moves, and validating them in the real world. There are lots of great business tools and methods out there that can actually help you as you strive to overcome this challenge and set a winning strategy.

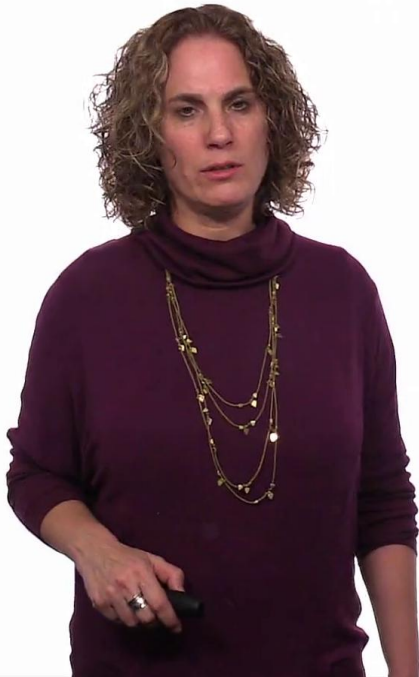
Notes

Summary



0m 04s

Designing a business strategy is complicated



This is why we designed the Market Opportunity Navigator in a way that...

- ✓ Allows seamless integration with other major business tools
- ✓ Mutually reinforces other tools, making their use more valuable

Which markets to play in?

This is exactly why we designed the Market Opportunity Navigator in a way that allows seamless integration with other major business tools, and that mutually reinforces other tools making the use of each tool more valuable.

Notes

Summary



0m 54s

A powerful suite of tools

Specifically, the Market Opportunity Navigator is designed to work seamlessly with :

- ✓ **The Business Model Canvas and the Value Proposition Canvas** – outstanding frameworks for planning your strategy
- ✓ **The Lean Start-up Methodology** – a key method for validating your strategy



In the following section, we explain how the Market Opportunity Navigator can be used together with the Business Model Canvas and Value Proposition Canvas, which are outstanding frameworks for planning your strategy and with the Lean Startup methodology which offers a key method for validating your strategy.

Notes

Summary



1m 12s

A powerful “Suite of Tools”

Together, they form a powerful “Suite of Tools” that clearly lays out the planning and validation processes, as you strive to find your promising path



Which markets to play in?

Together, they all form a powerful suite of tools that clearly lays out the planning and the validation processes as you strive to find your promising path.

Notes

Summary



A powerful “Suite of Tools”



The Business Model & Value Proposition Canvases: Enhancing your frameworks for strategic planning

Which markets to play in?

So, let's begin with the Business Model and Value Proposition Canvases, and how they should be used in concert with the Market Opportunity Navigator. While the Navigator provides an excellent framework for assessing your complete landscape of opportunities, the Business Model and the Value Proposition Canvases provide great frameworks for zooming in to the details of a specific market opportunity. Combine these tools together to enhance your frameworks for strategic planning.

Notes

Summary



1m 46s

The Business Model Canvas



Developed by Alexander Osterwalder
and Yves Pigneur



markets to play in?

Before we explain this in more details, let's recap on what are the Business Model and the Value Proposition Canvases. The business model canvas, which was developed by Alexander Osterwalder and Yves Pigneur, is one of the most commonly used tools for designing a business model. It captures your offering, your customers, your required infrastructure, and your finances in a single easy-to-use template that seek to explain how your business can create value with its offering.

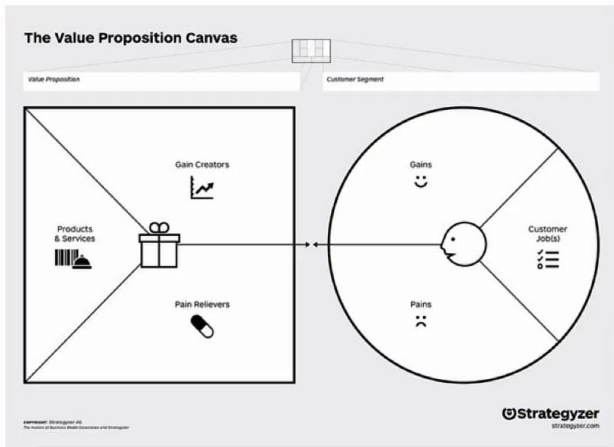
Notes

Summary



2m 21s

The Value Proposition Canvas



Developed by Alexander Osterwalder and Yves Pigneur, Greg Bernarda and Alan Smith



The Value Proposition Canvas, which was developed by Alexander Osterwalder, Yves Pigneur, Greg Bernarda and Alan Smith, zooms in on two key sales of the Business Model Canvas i.e. value proposition, and a customer segment. This canvas helps innovators to find the fit between their offering on its left side and their customers on its right side. In particular, with this canvas, innovators can better understand how to build an attractive offering that will create value to their customers.

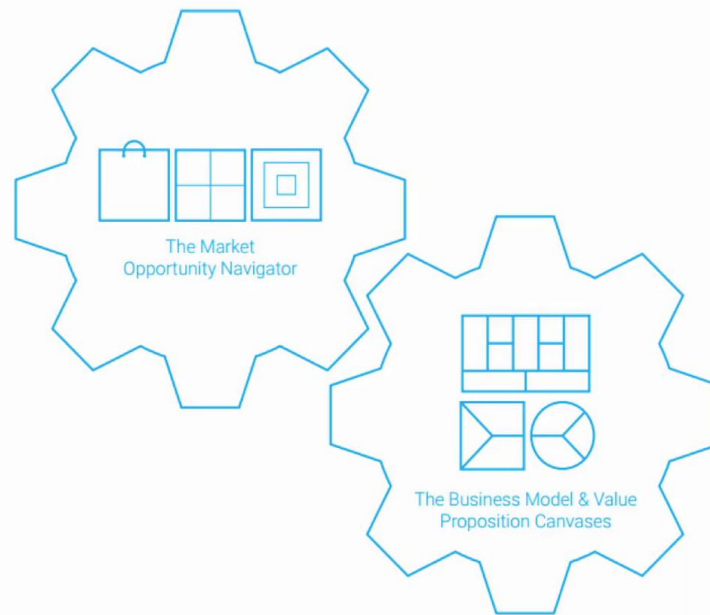
Notes

Summary



2m 57s

Mutually reinforcing



Which markets to play in?

The Market Opportunity Navigator integrates seamlessly with the Business Model Canvas and the Value Proposition Canvas, and offers great value in addition to these frameworks. In fact, these tools work together like cogwheels, with one reinforcing the other as they provide different levels of analysis that are all essential for setting your strategy.

Notes

Summary



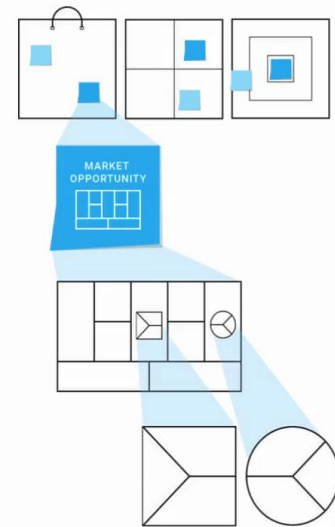
3m 35s

Combining macro and micro views

The macro view is essential for uncovering and comparing your options, so that you can choose which markets to play in.

The micro view is essential for understanding how to actually play in that market.

Each level of analysis provides important inputs to the others, so you can drill down and go up in an iterative manner.



Which markets to play in?

The Navigator provides a powerful macro view on the overall landscape of your market opportunities. Remember that each market opportunity in this landscape represents an application of your abilities for a specific set of customers, so this already gives you a clear idea about some of the cells in the Business Model Canvas. But eventually, you will need a clear micro planning for each market opportunity. This should include a detailed business model i.e. how you plan to create value to the firm, and a clear value proposition statement i.e. how you plan to create value to the customers. What's interesting is that in order to set these elements properly, you actually need to understand all levels of analysis and they are all essential. The macro view is essential for uncovering and comparing your options so you can choose which markets to play in; and the micro view is essential for understanding how to actually play in that market. In fact, each level of analysis provides important inputs to the others, so you can drill down and go up in an interactive manner. For instance, you will need to understand your Value Proposition Canvas to be able to evaluate a market opportunity and map it on the attractiveness map, and you will need to understand your Agile Focus Strategy to be able to design a winning business model.

Notes

Summary



4m 00s

Based on your Agile Focus Strategy:

Design your business model to address an attractive market opportunity

Design your Business Model to be flexible

Which markets to play in?

Here is how your Agile Focus Strategy can influence the design of your business model. First and foremost, you will design your business model to address an attractive market opportunity because the bird's eye view of the Navigator will help you to choose the most attractive market to focus on. Remember that the Navigator provides an answer to one of the most important and pressing questions that innovators have i.e. which customer segments are the best to address with our resources. Clearly, without having a good answer to these questions, the business model design process will suffer. Second, you can design the building blocks of your business model in a flexible manner to align with your agile focus strategy. Think about your partners, your channels, your key activities and resources, or even the type of relationships that you build with your customers; they can all be designed with your smart portfolio in mind to enable your smoother pivoting or an easier growth in the future.

Notes

Summary

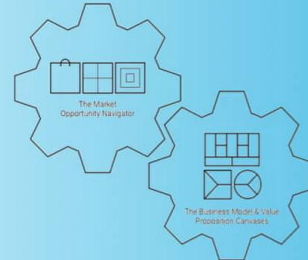


5m 43s

Summary



In fact, it doesn't matter which of these cogwheels you start rolling first...



Eventually, you will need all to formulate a winning strategy!

Which markets to play in?

Overall, the combination of the Market Opportunity Navigator with the Business Model and Value Proposition Canvases offers powerful insights that reach significantly beyond the insights that each tool can provide by itself. These tools reinforced each other to provide a comprehensive planning that is required for finding the most fertile ground for your innovation. In fact, it doesn't even matter which of these cogwheels you start rolling first. Eventually, you will need all to formulate a winning strategy. Now, join us in the next video to learn how the Navigator should be used together with the Lean Startup methodology.

Notes

Summary



7m 04s