

5.5 Wrap up

Flyability case study- Final notes



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Video





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



play in?

Hello, and welcome back. In this wrap up video, we wish to take the opportunity and go back to Flyability to hear how the market opportunity Navigator helped them to go through this complex decision-making process. As a record, Flyability builds safe drones for operating indoors, in complex and confined spaces, and in contact with people.

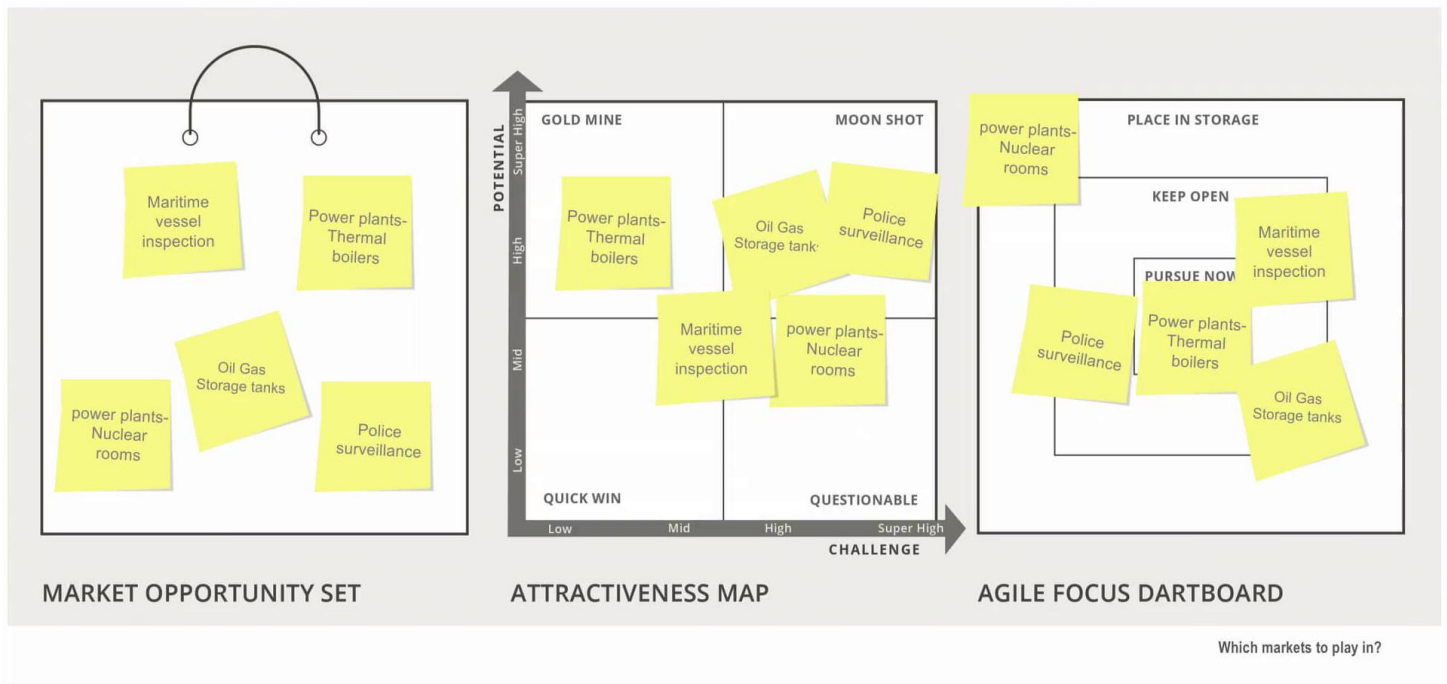
Notes

Summary



0m 04s

Flyability's Market Opportunity Navigator



Following the three steps of the Navigator, Flyability decided to focus on the inspection of boilers in power plants; and to keep open three other market opportunities for future, backup, or growth. This strategic choice provides a clear roadmap for Flyability's managers; it enables them to set priorities, design relevant marketing materials, and build the right networks. As a summary, let's go back to Marc Gandillon, Flyability's marketing manager, to emphasize the value of this framework when making such a profound strategic choice.

Notes

Summary





Since we made this initial decision of targeting a few markets, it happens that we made the right choice because boiler and thermal plant had been our main focus and main segment of sales since we launched a product in May 2016. We came from zero sales to two million in a few months which was a real success. And now, we see that the word is really spreading around and people talk to each other and we get a lot of inbound requests; we actually do pretty much 90% of our sales only with inbound, which is really unique, I think so. The Market Opportunity Navigator really helped us in the three phase. In the first phase, it's very important to make sure that you have good product market fit, and market opportunity, or all about that; so making sure that what you have on the table fulfills the criteria of a market or a sub segment of a market and to differentiate them and making sure that you have different bucket and you can split the reflection. For the second part—for the evaluation, it really forces you to sit down and ask you the right question—is there a real potential and are there challenges that we are not able to fulfill at the moment. You know you take the time to go step by step and not forget a point.

- Notes

Summary





Then you still need to have a bit of gut feeling when you place the cursor on the scale but at least you make an educated decision, and you have data behind that that help you make the decision. It's also very useful because this is something you can share and you can compare your perception of the market. And it's really a tool that helps you to visualize the opportunity. And then the last part is more here as a reminder, so when you plan your actions in term of marketing, you have this visual map, and you're like, "Okay, there is a trade show coming up on nuclear," for example for us, "Is this something we have to invest money in there?" "No, we decided that this is something we put in the storage for now." So then it really helps you to make decision in the future and you really focus your effort on what's in the middle. Yeah, I think the exercise was really helping us to shoot the right target first and then it's been building up since then. And with the next product coming up, it's definitely something we're going to reuse and also leveraging all the work that we've done in the first phase and reusing that for future product.

Notes

Summary

3m 08s

