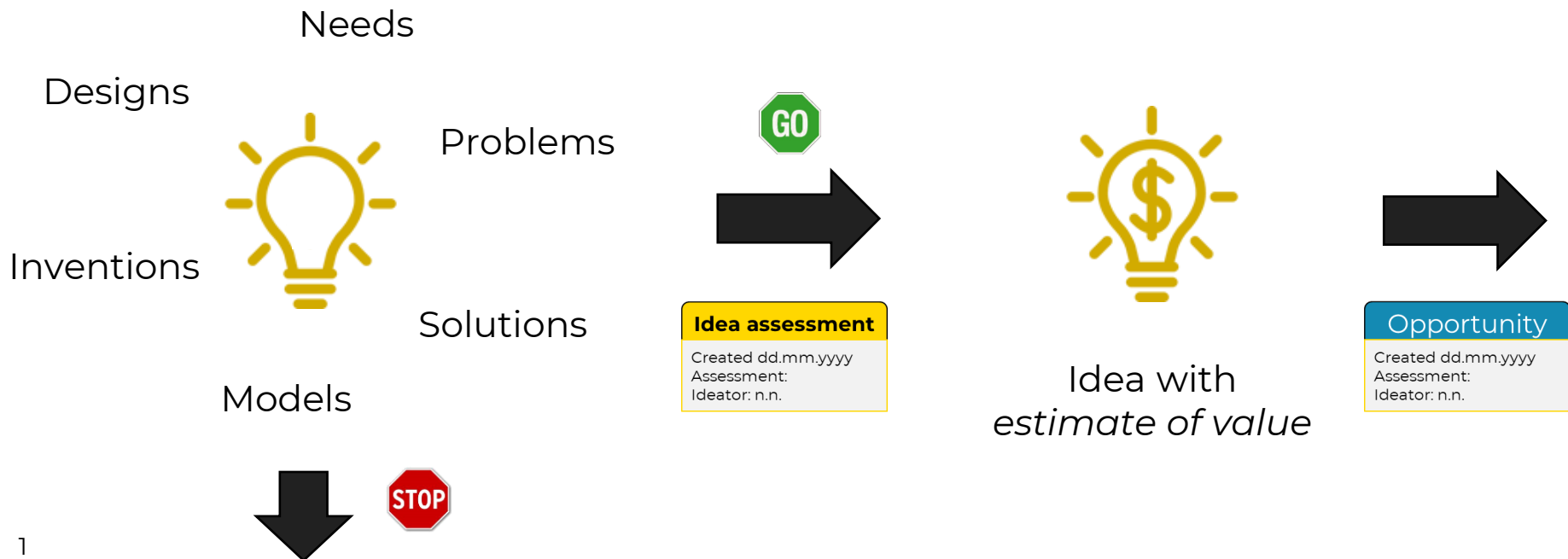


# From idea to opportunity

“Ideas” can come from various sources

“Opportunities” are evaluated ideas with identified value



# Idea assessment template

## Idea assessment

Created dd.mm.yyyy  
Assessment:  
Ideator: n.n.

Question	Answer
Exactly what <b>problem</b> are we trying to solve?	→ Draft value proposition
For <b>whom</b> do we solve that problem?	→ Initial thoughts of target market
How big is the <b>opportunity</b> ?	→ Estimated user base e.g. S/M/L/XL OR Estimated revenue e.g. S/M/L/XL
What <b>alternatives</b> are out there?	→ Competitive landscape
<b>Why</b> are <b>we</b> best suited to pursue this?	→ Our differentiator
Why <b>now</b> ? Why <b>not now</b> ?	→ Timing
How will <b>make money</b> ?	→ Initial thoughts on business   monetization model
How does it <b>fit</b> our <b>business model</b> ?	→ Strategic fit, solution and organizational requirements,
<b>Verdict</b> ?	→ Recommendations for next steps, go, no-go, pivot




Adapted from Marty Cagan

# Opportunity Proposal

Opportunity

Created dd.mm.yyyy  
 Assessment:  
 Ideator: n.n.

<b>Opportunity</b>			
<b>Value Proposition</b> <i>Tbd</i>			<b>Marketability Reachability</b> 
<b>Customer segment</b> <ul style="list-style-type: none"><li><i>Tbd</i></li></ul>	<b>Need / problem*</b> <ul style="list-style-type: none"><li><i>Tbd</i></li></ul>	<b>Solution*</b> <ul style="list-style-type: none"><li><i>Tbd.</i></li></ul>	<b>What's in it for Us</b> <ul style="list-style-type: none"><li><i>Tbd</i></li></ul>
<b>Potential</b> <ul style="list-style-type: none"><li><i>Tbd</i></li></ul>		<b>Competing solutions*</b> <ul style="list-style-type: none"><li><i>Tbd</i></li></ul>	



\* Check notes for more information

# Tips for Opportunity Proposal

- **Need / problem:**

- Ask "why" five times to find out need's and problem's *underlying cause-and-effect relationships*

**Example: The vehicle will not start. (the problem).**

- Why? - The battery is dead. (first why)
- Why? - The alternator is not functioning. (second why)
- Why? - The alternator belt has broken. (third why)
- Why? - The alternator belt was well beyond its useful service life and not replaced. (fourth why)
- Why? - The vehicle was not maintained according to the recommended service schedule. (fifth why, a root cause)

- **Solution segment:**

- Remember to check for existing and pending patents

- **Competing solutions segment:**

- Don't forget to check the *indirect competition* (customers may have other ways to resolve the identified need)

# "Sellability" and "Reachability"

- Marketability = how "sellable"/easy-to-market the opportunity is
  - 1p Attractiveness to customer = existing market pull; "hot or cold", "cool", "trendy", "hip"
  - 1p Easy-to-sell = well-identified and agreed need (by customer), understandable and acceptable solution with clear and real benefits
  - 1p Easy to buy = "the whole product thinking", customer do not have to buy additional/complementary products/services before or after
  - 0p → 😞, 1p → 😐 2-3p → 😊
- Reachability = how reachable (and loyal?) the planned target customer segment is
  - 1p Identified = we know and have verified that the segment exists
  - 1p Accessibility = we have (or can build) access to the segment
  - 1p Relationship = degree of loyalty; we can develop a relationship with the customer thus creating up-sell potential
  - 0p → 😞, 1p → 😐 2-3p → 😊