Entrepreneurial Opportunity Identification and Exploitation

Session 4:
Mid term presentation

Dr. Sharon Tal

Fall Term 2021

Course Overview

Block 1: Nov 1, 2, 3 (14:15- 19:00)

Work on evaluation of market opportunities

Block 2: Nov 23,24,25,30 (14:00- 17:30)

Work on final report

Course Program- Block 2

Tuesday, Nov 23

- Course re-cap
- Teams presentations: Worksheet 2 and the attractiveness map+ preferred market opportunity

Course Program- Block 2

Wednesday, Nov 24

- The challenge of balancing focus and flexibility
- Agile focus strategy (worksheet 3)
- Group work on Worksheet 3

Course Program- Block 2

Thursday, Nov 25

- The Navigator in concert with the Business Model Canvas, the Value Proposition Canvas, and the Lean Startup Method
- Guest lecture: the story of Inergio
- Group work on final presentation

Course Program- Block 2

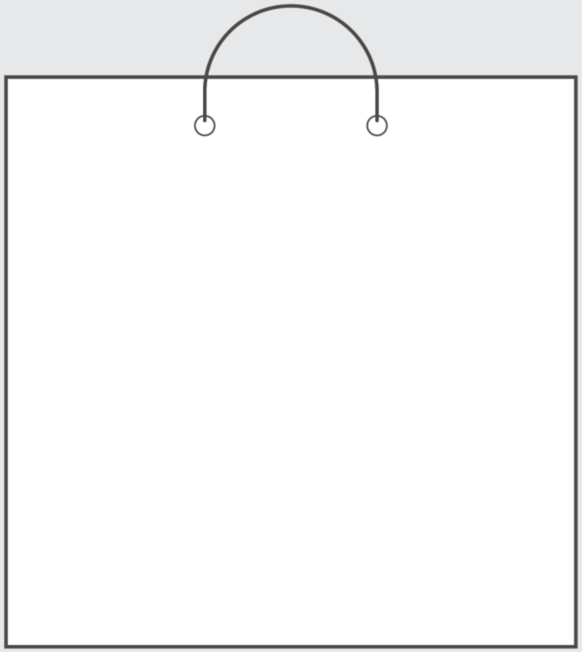
Tuesday, Nov 30

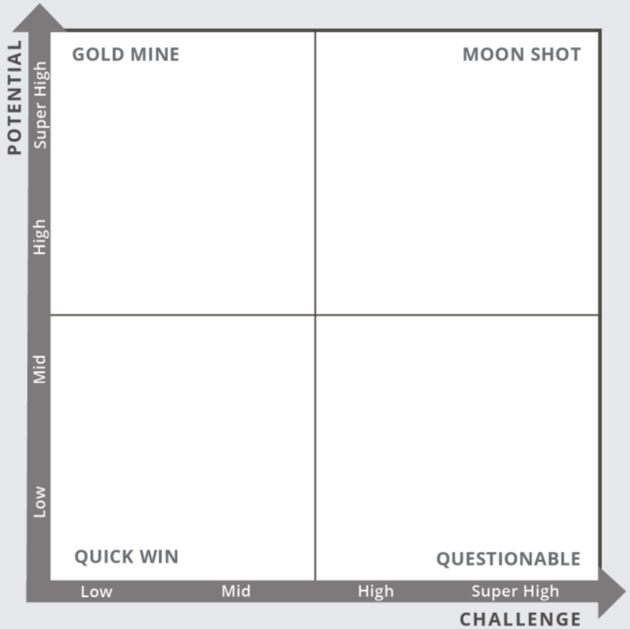
- Guest lecturer: the Entrepreneurship & Innovation ecosystem at EPFL
- Final presentations: the Primary Market Opportunity and Agile Focus strategy
- The on-going use of the Navigator
- Main takeaways and course wrap-up

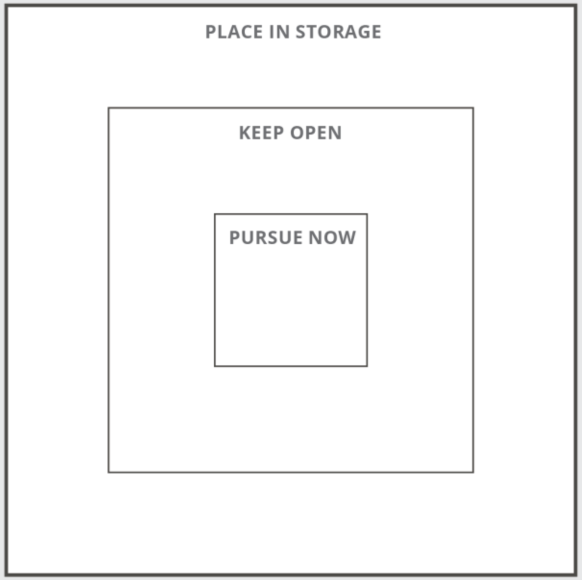
THE MARKET OPPORTUNITY NAVIGATOR

NAME

DATE







MARKET OPPORTUNITY SET

1 Use Worksheet 1 to identify potential market opportunities, and place them in the set

ATTRACTIVENESS MAP

2 Use Worksheet 2 to evaluate the atractiveness of each market opportunity, and place each one on the map

AGILE FOCUS DARTBOARD

3 Use Worksheet 3 to design your Agile Focus strategy, and mark it on the dartboard

market opportunity = any combination of application + customer

Use sticky-notes™ to represent each market opportunity

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WORKSHEET 1

GENERATE YOUR MARKET OPPORTUNITY SET

NAME

DATE

List the venture's core abilities or technological elements

Characterize them based on their functions and properties. Describe them in a general manner, independent from your (envisioned) product.

ABILITIES

Identify your market opportunities

Which applications can you offer with your core abilities? Which customers may need them? Zoom in to further segment each customer group.

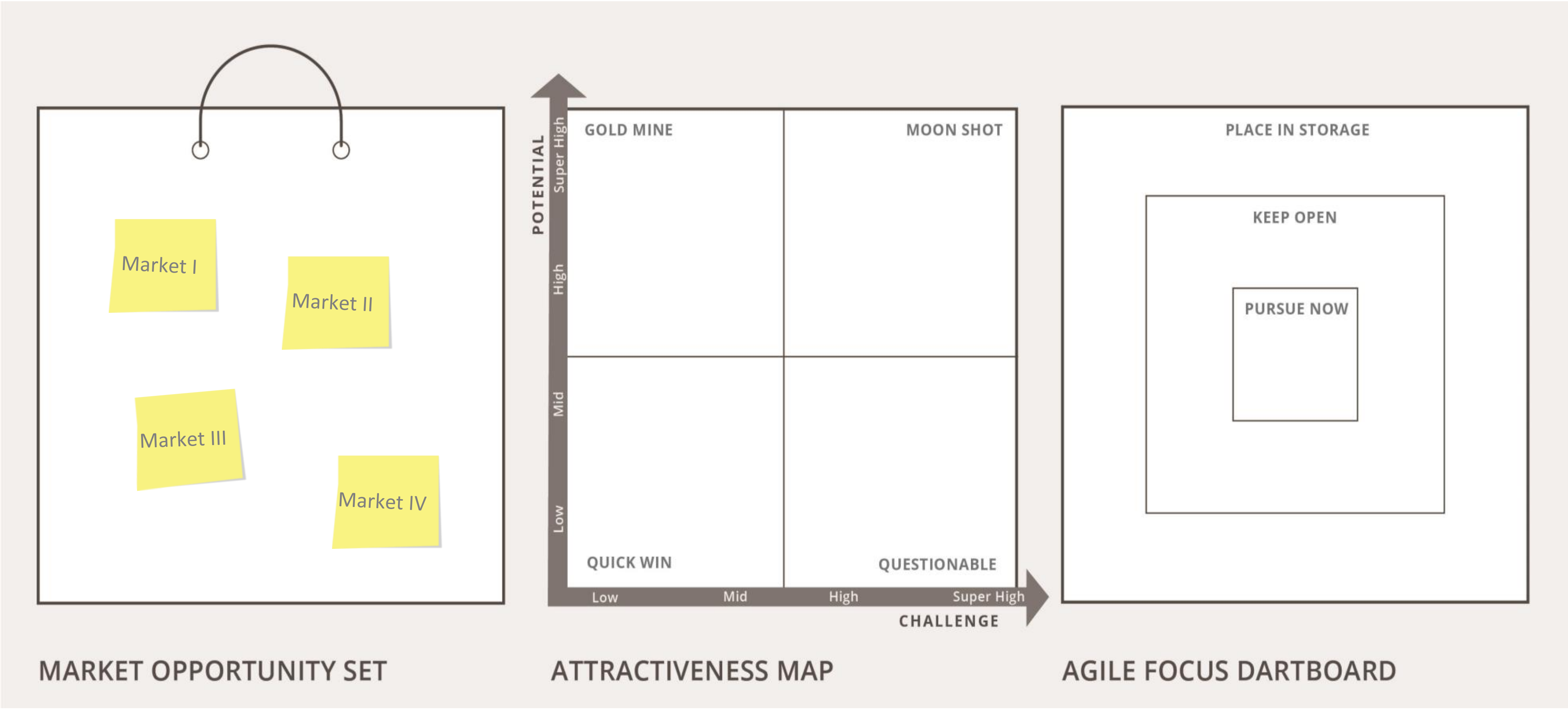
APPLICATIONS

CUSTOMERS

application + customer = market opportunity

Place the market opportunities that you would like to evaluate in the Market Opportunity Set.

The Market Opportunity Navigator- 1st step



WORKSHEET 2

EVALUATE MARKET OPPORTUNITY ATTRACTIVENESS

NAME

DATE

Use this worksheet for every market opportunity you would like to evaluate.

Market Opportunity:

POTENTIAL

LOW | MID | HIGH | SUPER HIGH

COMPELLING REASON TO BUY

Unmet need
Effective solution
Better than current solutions

LOW | MID | HIGH | SUPER HIGH

MARKET VOLUME

Current market size
Expected growth

LOW | MID | HIGH | SUPER HIGH

ECONOMIC VIABILITY

Margins (value vs. cost)
Customers' ability to pay
Customer stickiness

CHALLENGE

LOW | MID | HIGH | SUPER HIGH

IMPLEMENTATION OBSTACLES

Product development difficulties
Sales and distribution difficulties
Funding challenges

LOW | MID | HIGH | SUPER HIGH

TIME TO REVENUE

Development time
Time between product and market readiness
Length of sale cycle

LOW | MID | HIGH | SUPER HIGH

EXTERNAL RISKS

Competitive threat
3rd party dependencies
Barriers to adoption

OVERALL POTENTIAL

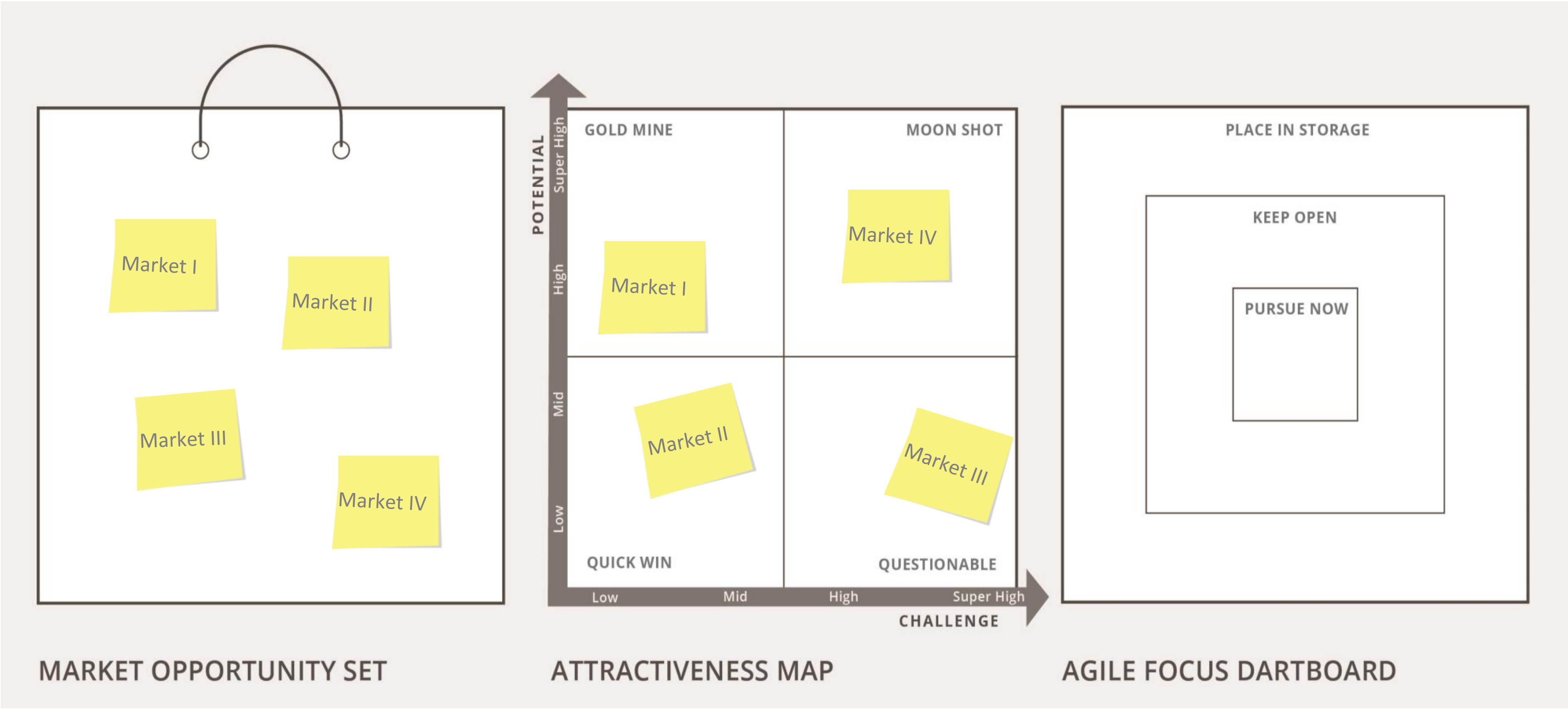
LOW | MID | HIGH | SUPER HIGH

OVERALL CHALLENGE

LOW | MID | HIGH | SUPER HIGH

Use the overall ratings to situate each market opportunity on the Attractiveness Map.

The Market Opportunity Navigator- 2nd step



Presentation Schedule

Each group will have up to 20 minutes to present + 5 minutes for discussion/ Q&As.

14:15-14:45 VeeOS

14:45- 15:15 Solaxer

Break

15:30- 16:00 CassioP

16:00- 16:30 Predikon

Break

16:45- 17:15 NanoDecoder

Time for peer-learning

To get the most out of this session:

-Listen to your peers' presentation

-Write constructive comments/ questions/ ideas in the chat

-Fill in the Google form at the end of each presentation:

- -One thing I learned from this group
- -One suggestion I have for this group

https://forms.gle/8sVYAzLcQKdVUrUW8