



Co-funded by the  
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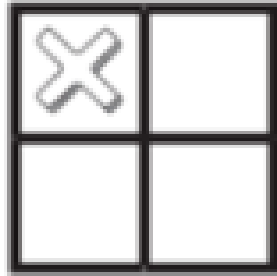
# From MVP to first customer



**Pisarna za  
prenos znanja**



# ANALYSING THE ATTRACTIVENESS MAP



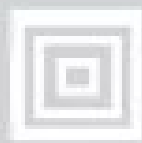
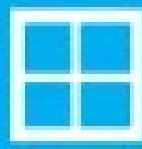
## GOLD MINE

Market opportunities with relatively high potential and low challenge.

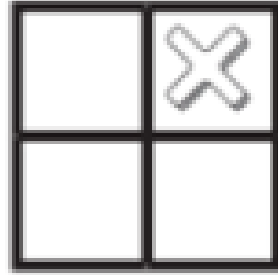
They are ideally located but relatively rare.

A gold-mine option is usually a result of identifying a significant unmet need—one that no one has addressed before. Or, you may possess unique know-how to overcome a challenging hurdle, one that others simply cannot overcome.

If you do have a gold-mine opportunity, it has the features that would make it your primary market opportunity.



# ANALYSING THE ATTRACTIVENESS MAP



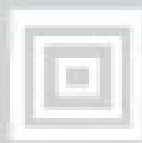
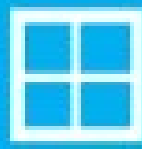
## MOON SHOT

Market opportunities with relatively high potential but also high challenge.

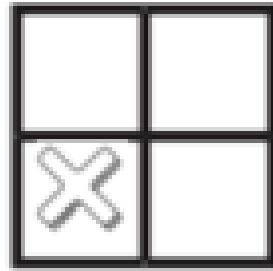
Truly innovative offers are usually located in this quarter of the Attractiveness Map, bearing high risk and high returns simultaneously.

Some investors would argue that these are the most interesting options to invest in, if you believe that the team is qualified to overcome the major challenges that it entails.

Hence, moon-shot options may fit as your primary market opportunity, or as a long-term growth option.



# ANALYSING THE ATTRACTIVENESS MAP

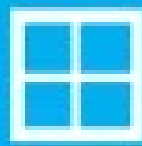


## QUICK WIN

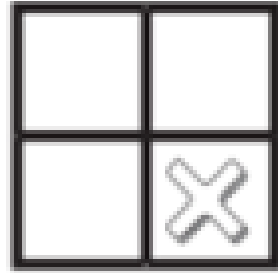
Market opportunities with relatively low potential and low challenge.

In the risk-return analogy, they represent the low risk - low return alternatives. They offer limited value creation potential that is relatively safe.

These options may offer a great jump-start, and may be combined with other opportunities to enhance the long term potential of the firm.



# ANALYSING THE ATTRACTIVENESS MAP

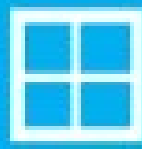


## QUESTIONABLE

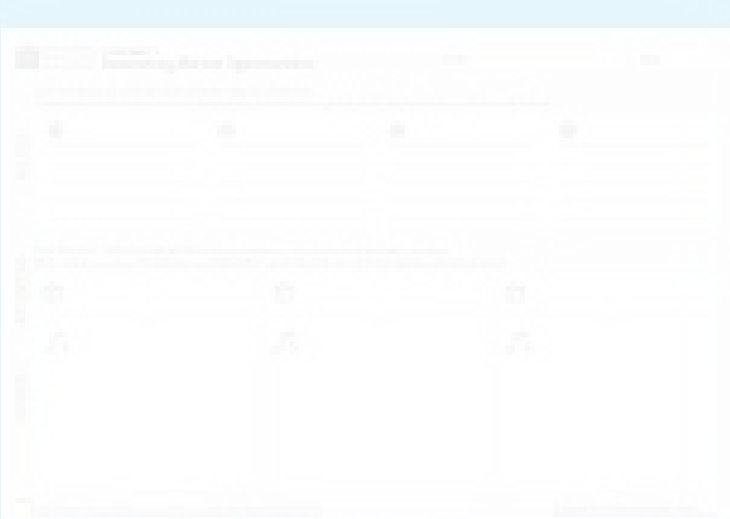
Market opportunities with relatively low potential and high challenge.

While you will likely be better off finding a target market opportunity that is located in a different quarter, keep these questionable opportunities in mind, as conditions may change over time and questionable options may become more attractive.

Many venture projects fail because they pursue a questionable opportunity, often without even being aware of that.




# WORKING WITH THE MARKET OPPORTUNITY NAVIGATOR




WORKSHEET 1

This screenshot shows a software interface with a header, a search bar, and a main content area with several data rows and columns.



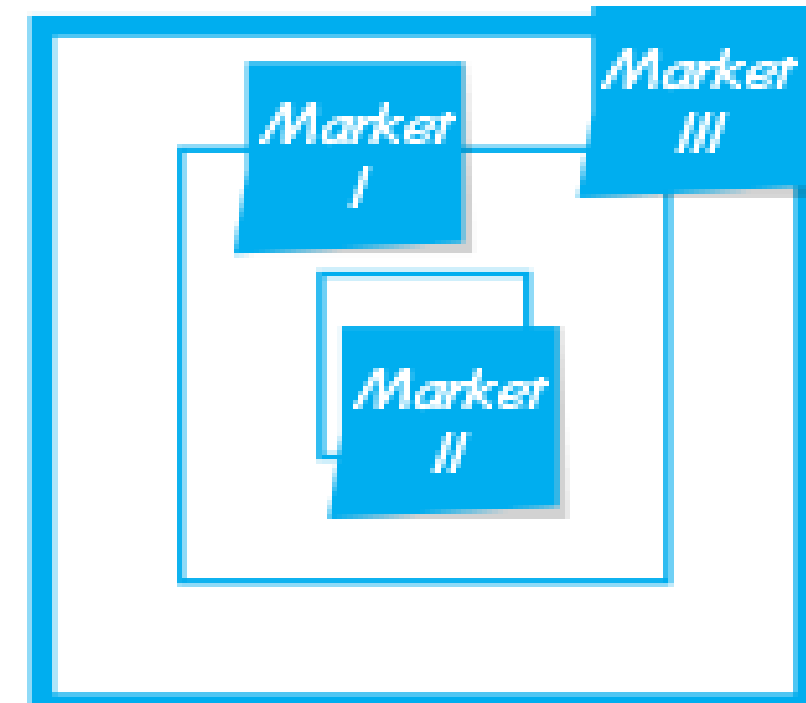
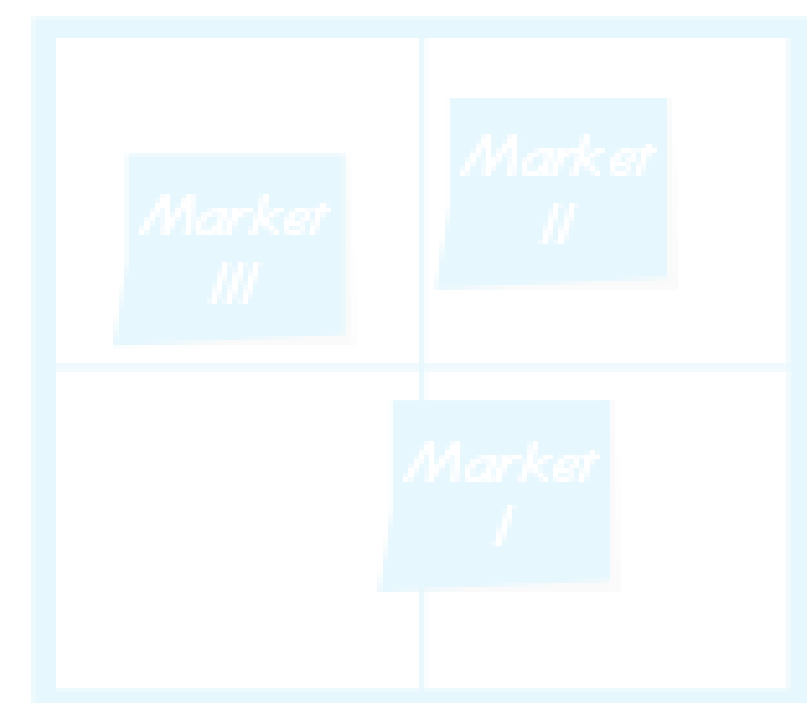
WORKSHEET 2

This screenshot shows a software interface with a header, a search bar, and a main content area with several data rows and columns.

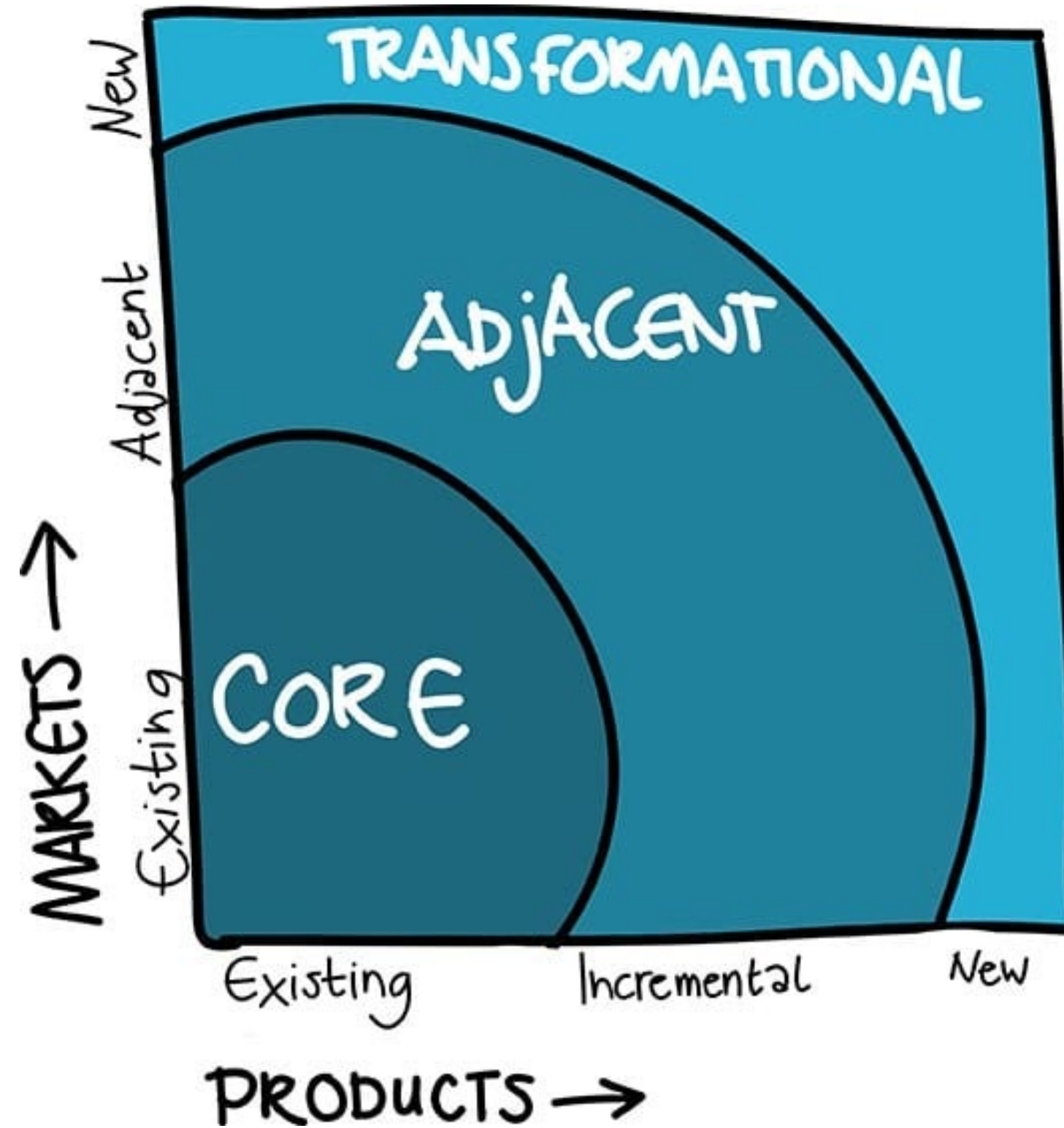


WORKSHEET 3

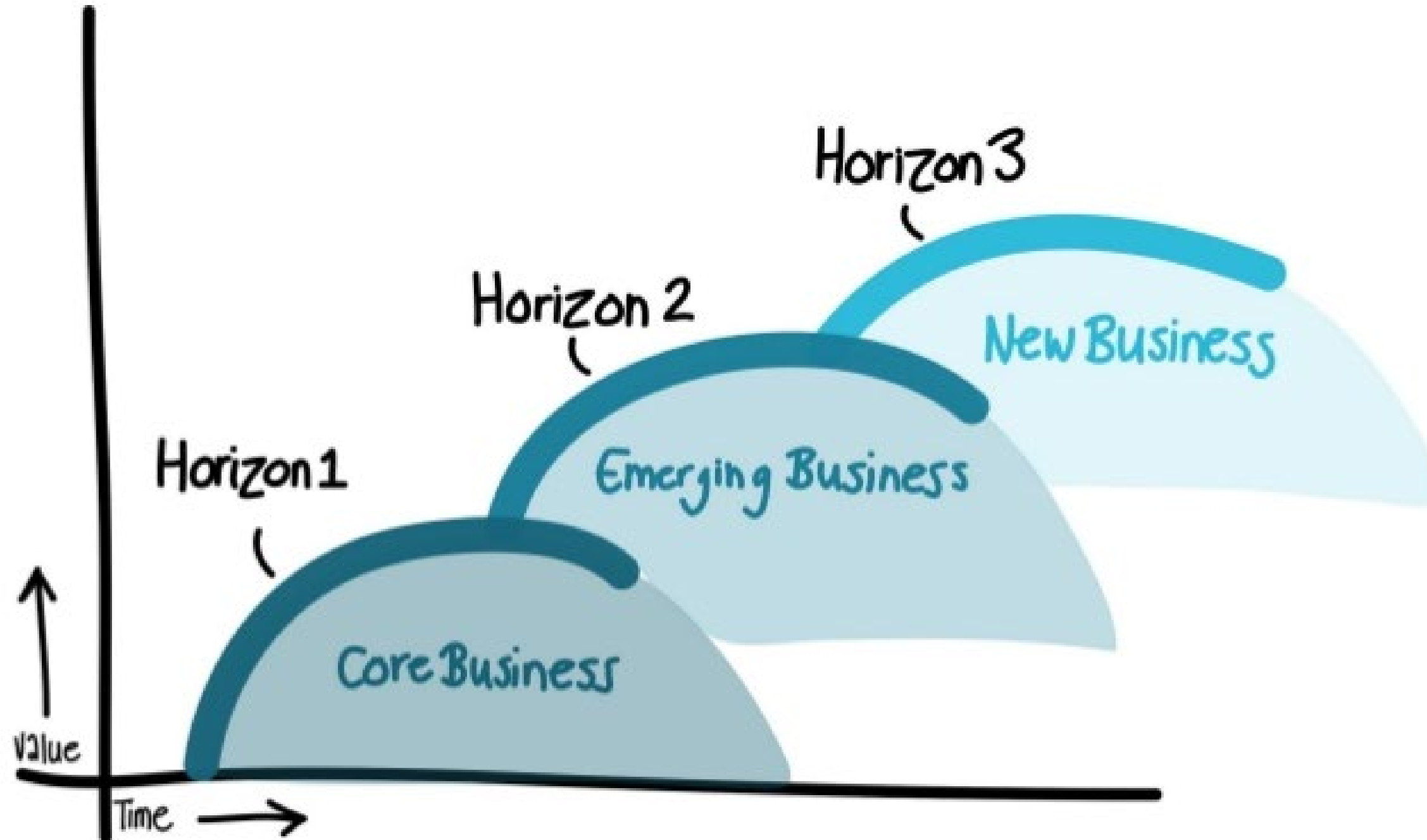
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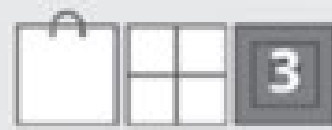
# Key benefit: Design a balanced portfolio



# Constantly nourish all 3 Horizons







Build a smart portfolio around your Primary Market Opportunity to mitigate your risk and increase your value.

I. Choose a Primary Market Opportunity to focus on (based on the Attractiveness Map).



## Hockey sticks manufacturers

II. Pick other attractive market opportunities from your set to examine possible Backup and Growth Options.



### Prosthetics manufacturers



### Drones manufacturers

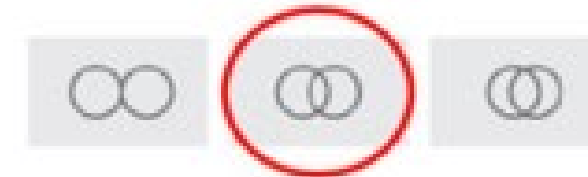
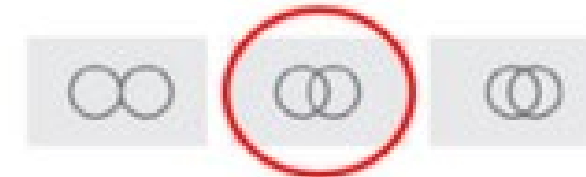
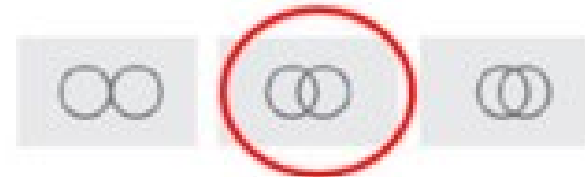


### Bridges contractors

Relatedness to your Primary Market Opportunity:

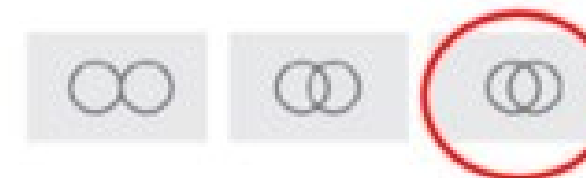
#### PRODUCT RELATEDNESS

To what extent do the products share: technological competences, required resources, necessary networks



#### MARKET RELATEDNESS

To what extent do the customers share: values and benefits, sales channels, word-of-mouth



Suitable as:

#### BACKUP OPTION

Attractive market opportunities that do not share major risks with your Primary Market Opportunity to allow for a change in direction

 Backup Backup Backup

#### GROWTH OPTION

Attractive market opportunities that allow your business to create additional value

 Growth Growth Growth

III. Design your Agile Focus Strategy:

- Keep at least one Backup and one Growth Option open
- Decide if any option is worth pursuing now
- Place the rest in storage

Pursue now   Keep open   **Place in storage**

Pursue now   **Keep open**   Place in storage

Pursue now   **Keep open**   Place in storage



Mark your strategy on the Agile Focus Dartboard.

# Designing your smart portfolio

## A Backup Option

allows you to change direction over time, if necessary.



It answers the question:  
**If we are not successful - what shall we do next?**



A related opportunity that does not share major risks with the primary market

## A Growth Option

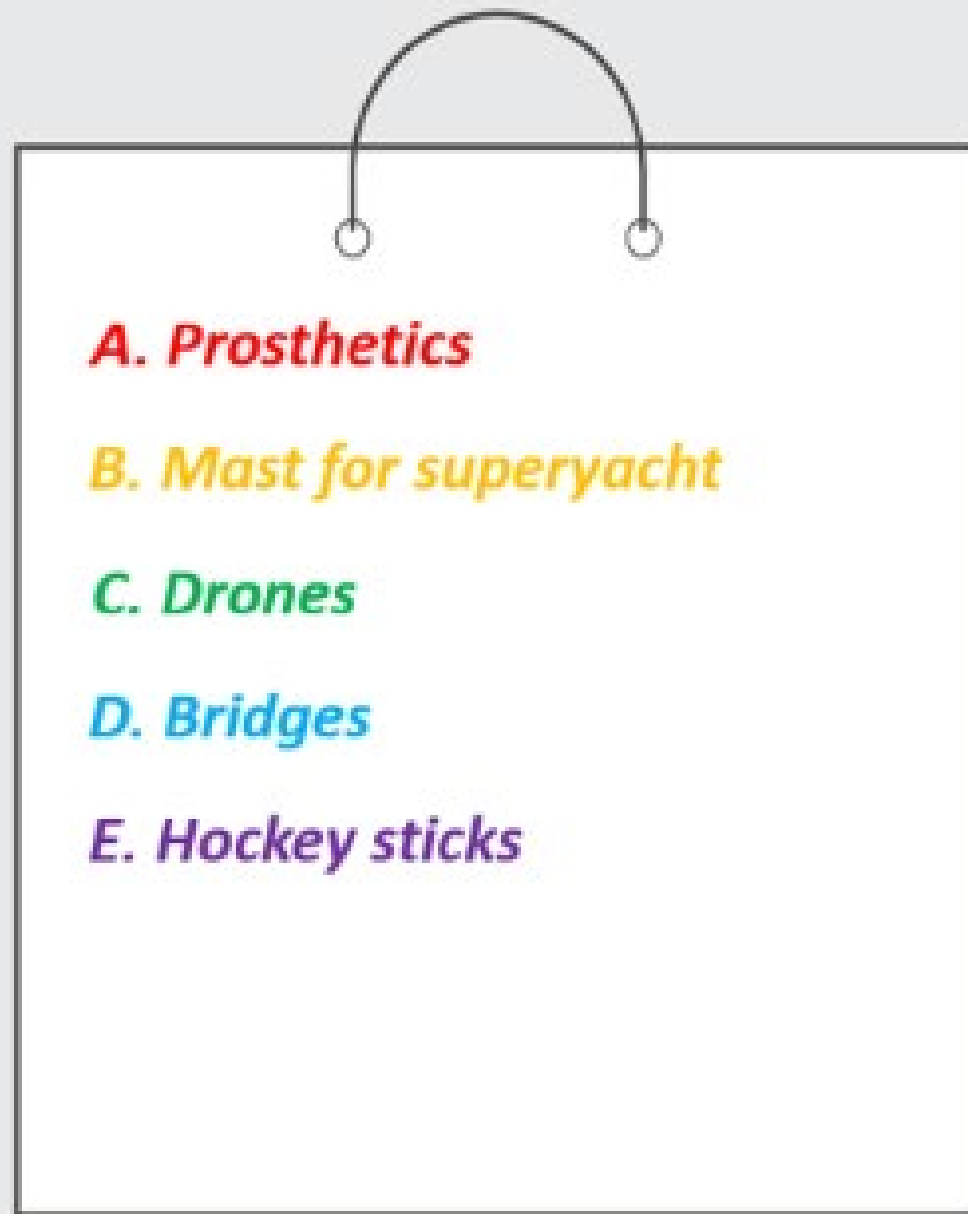
allows you to create additional value over time.



It answers the question:  
**If we are successful - what shall we do next?**

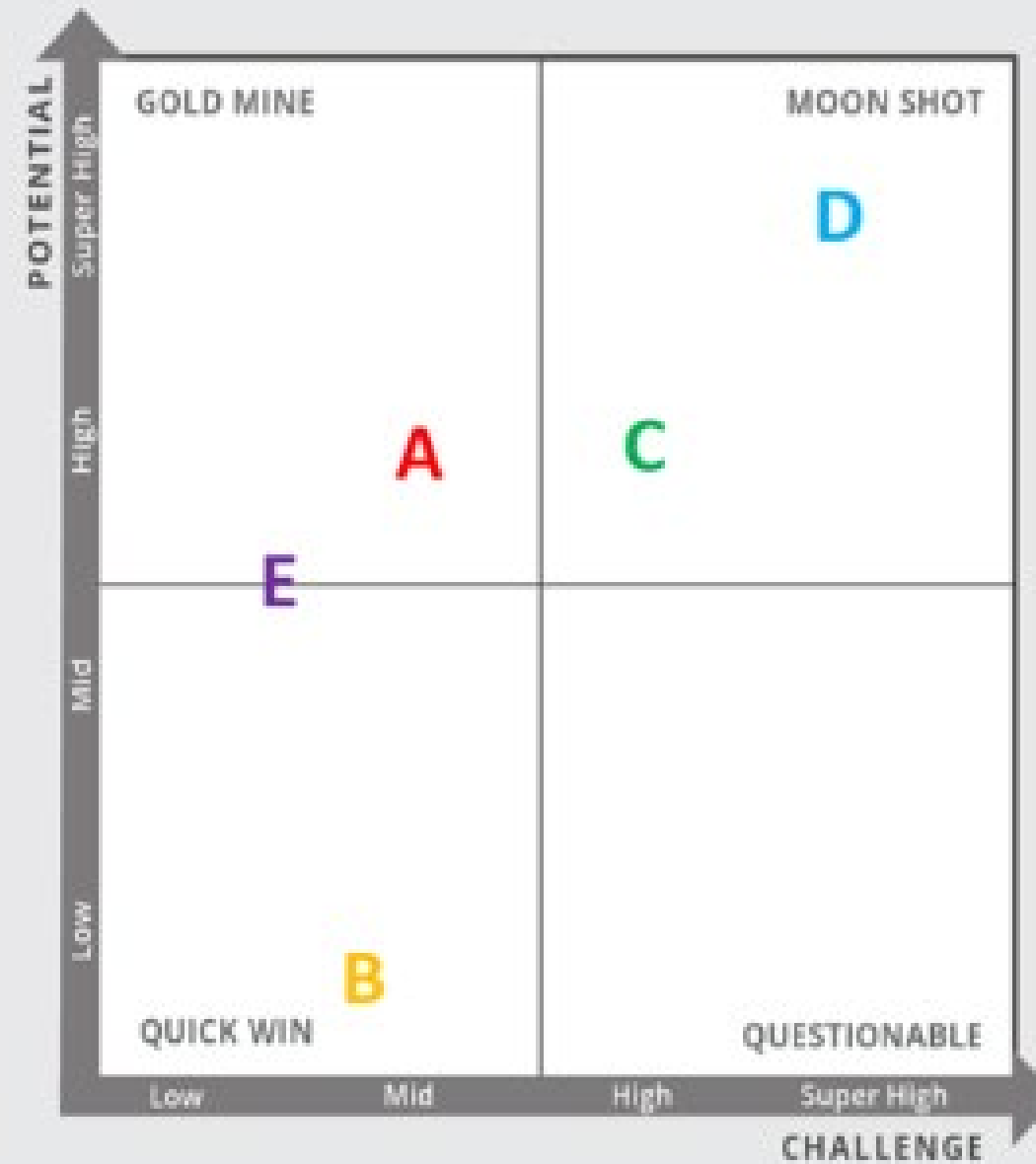


An attractive opportunity that is tightly related to your primary market



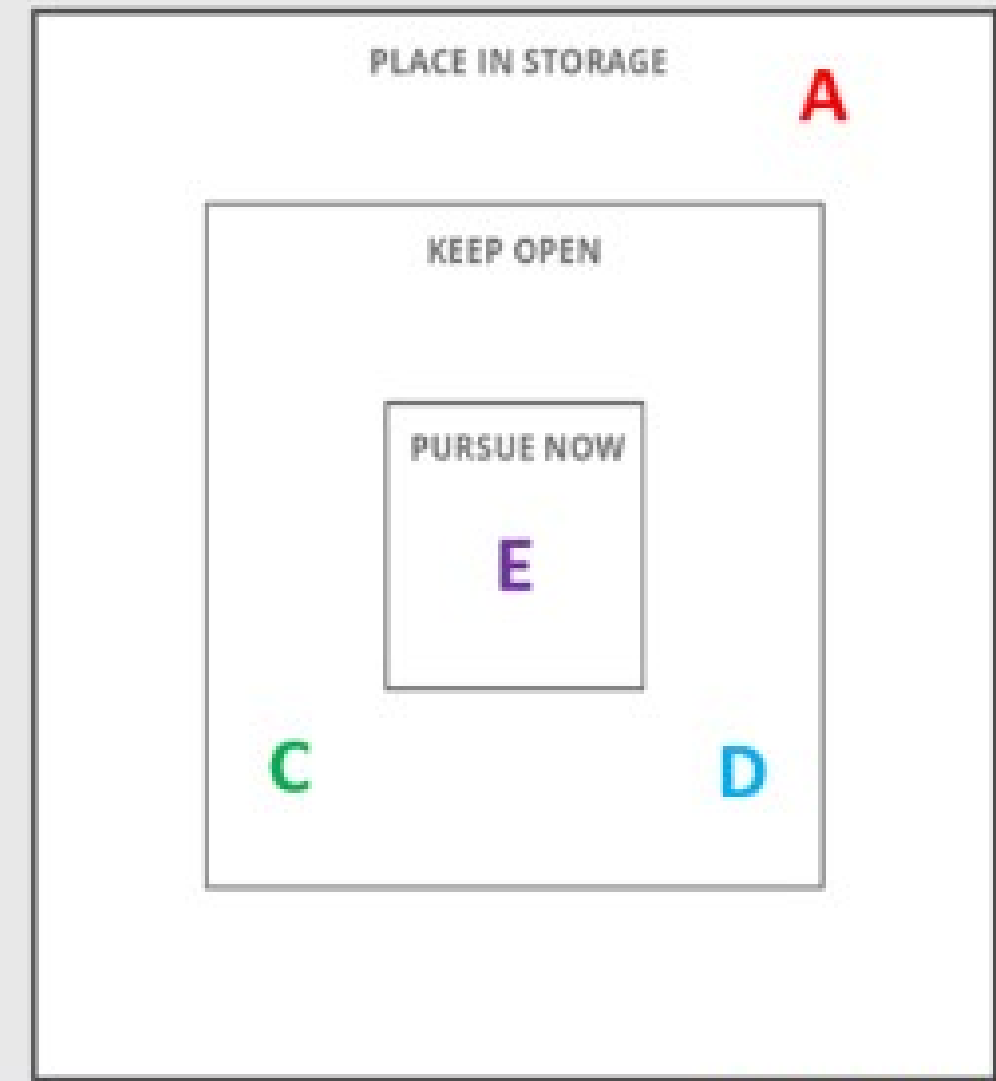
### MARKET OPPORTUNITY SET

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



### ATTRACTIVENESS MAP

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

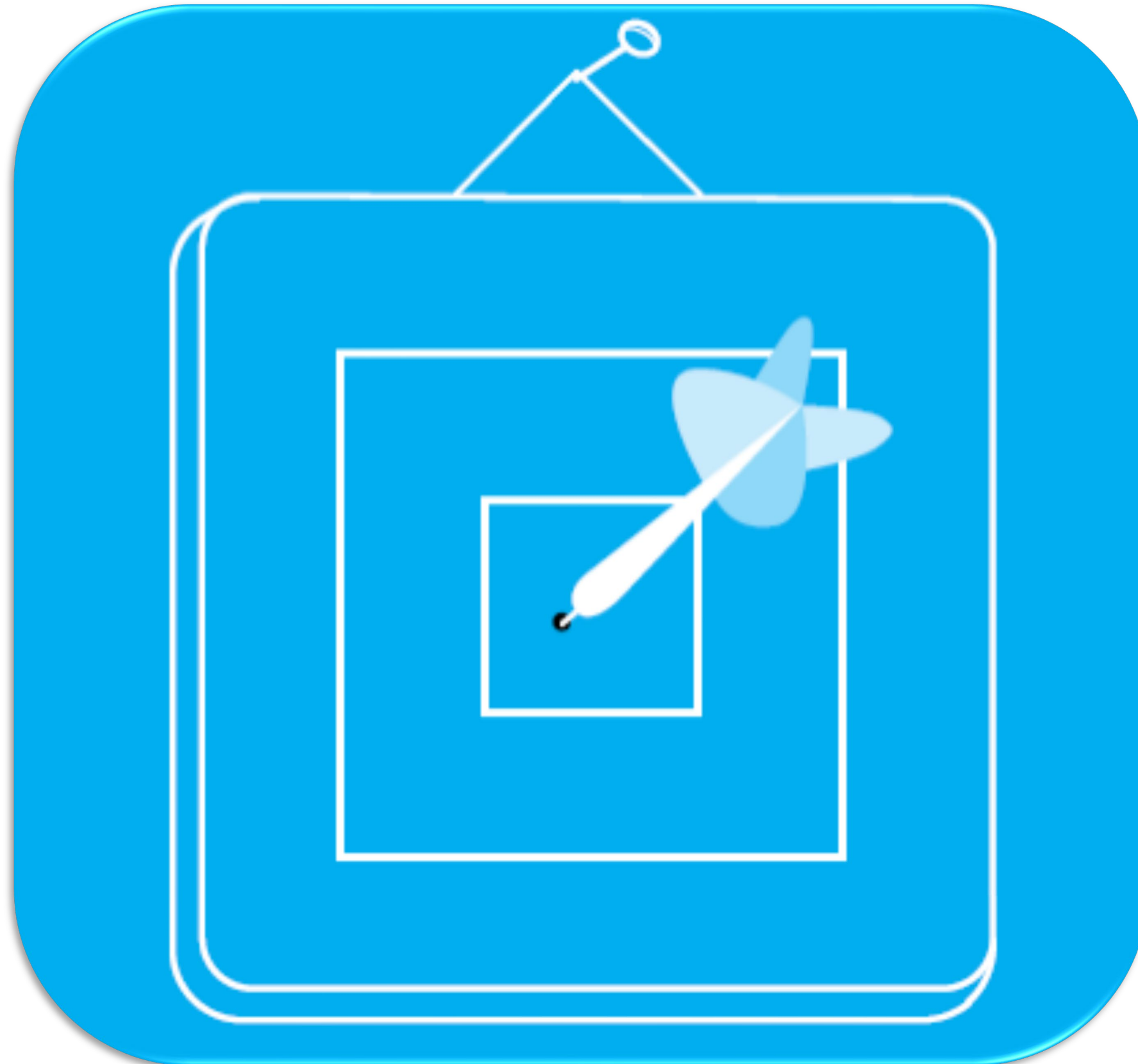


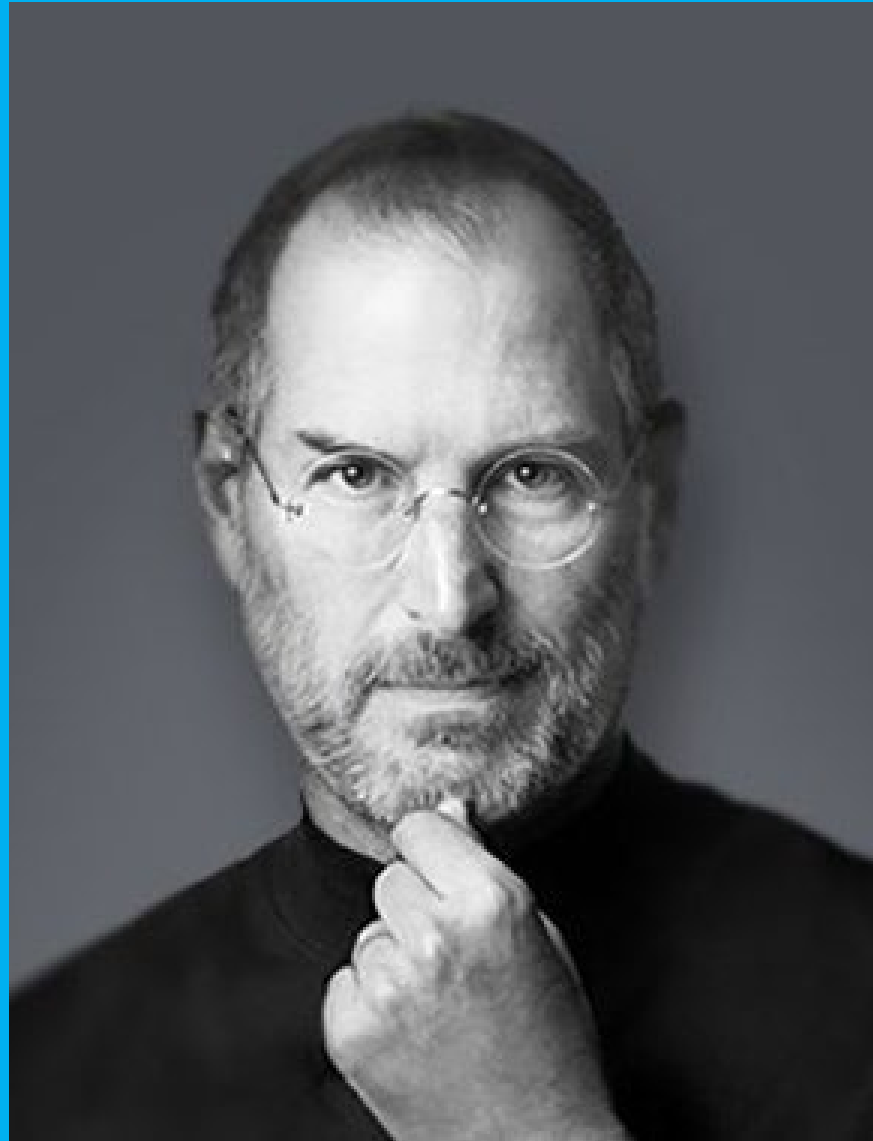
**B (discarded)**

### AGILE FOCUS DARTBOARD

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

Key benefit: Focus on the most promising opportunity

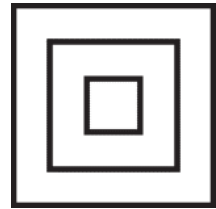




“The hardest thing when you think about focusing. You think focusing is about saying yes. No, focusing is about saying no”

Steve Jobs

# ...and don't get trapped

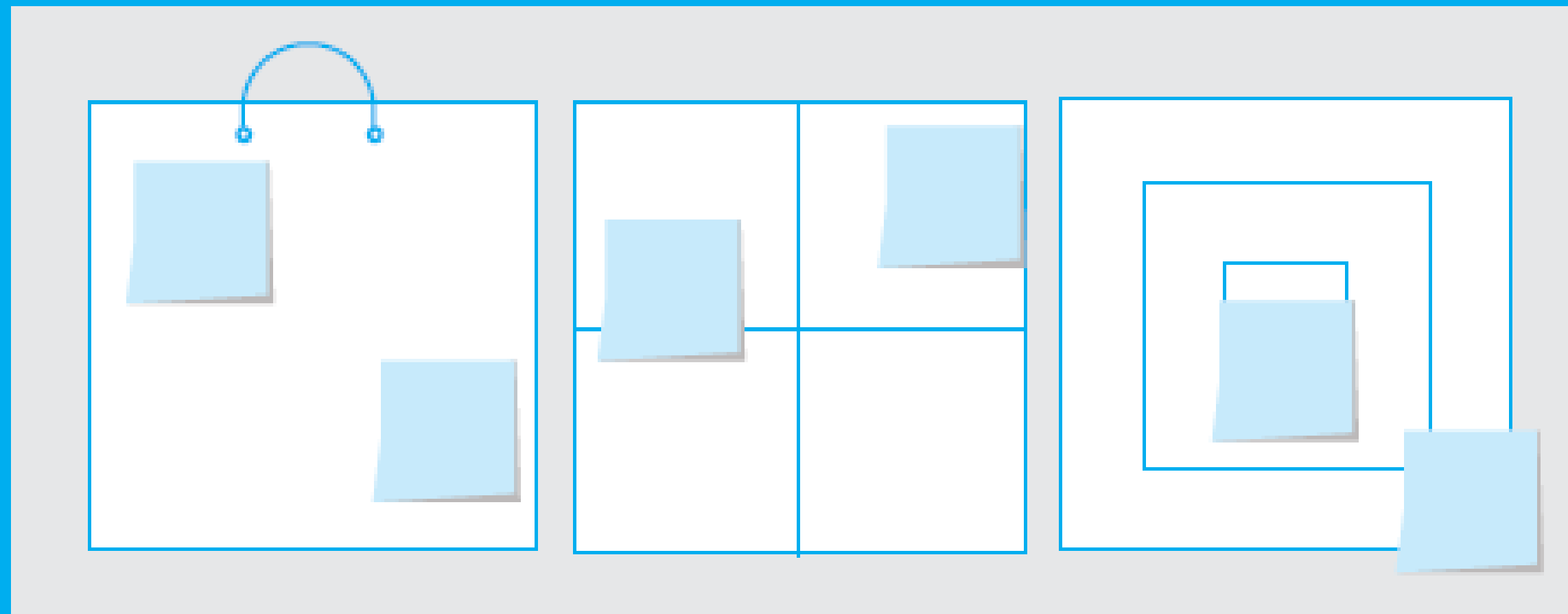


Having foresight on your backup and growth options influences the way you:

- Develop your technology
- File your patents
- Recruit your employees
- Choose your stakeholders
- Build your company culture
- Pick your brand name
- Design your marketing materials

# The Market Opportunity Navigator

Discover your most valuable market opportunities  
and find out where to play



# VALIDATION OF YOUR MARKET OPPORTUNITIES



„Assumption is the mother of all f\*ck ups.“

**VALIDATE YOUR ASSUMPTIONS  
– TALK TO PEOPLE!**

Then go back and re-do your MON 😊