

1

Identify your Adoption Partner

Adoption Chain Partner	Contribution

2

Benefits calculated per partner

Benefit	Cost	Surplus	
			Negative? →

3

Strategic Options

Benefit: Added value to existing product

Cost: Price & all the other costs for changes that need to be in place in order to use your data driven innovation

Guiding Questions



Legend

1 = lowest value 10 = highest value

Guiding Questions



// OBJECTIVES

Analyze the most important co-adoption partners, identify involved risks and develop appropriate coping strategies

// OUTCOME

Strategic recommendations to ensure that all required partners along the value chain are benefiting from your data driven innovation

// WHEN TO APPLY

Use this tool in case other partners along the value chain need to adopt your solution to enable overall market adoption



1

Identify your Adoption Partner

Guiding Questions

Identifying risks

- Which adoption chain partners do you need to ensure the market adoption of your data driven offering?
- Examples:
 - Partners in your value chain
 - Users, customers or other recipients
 - Intermediaries
 - Partners ensuring market access
 - Partners ensuring that your offering is founded
 - Platform partners
 - Partners to implement multi-sided business models
 - Other multipliers to foster network-effects

2

Benefits calculated per partner

Guiding Questions

Assessing risks

- How important is the support / the engagement of your co-adoption partner for the success of our data driven innovation?
- What is the role and are the interests / motives of each identified adoption chain partner?
- What are potential risks and side-effects that need to be kept in mind?

3

Strategic Options

Guiding Questions

Managing risks

Identify your strategic options to address the adoption chain risks

- **Value sharing:** Is there a way to share potential revenue streams or non-monetary assets in order to make the innovation attractive to all involved shareholders?
- **Investment sharing:** Is there a way to share the investments among all partners who are benefiting from your offering?
- **Complementary offering:** What kind of complementary offerings (e.g. maintenance services) need to be in place to ensure the sustainability of our data driven offering?

// OBJECTIVES

Analyze the most important co-adoption partners, identify involved risks and develop appropriate coping strategies

// OUTCOME

Strategic recommendations to ensure that all required partners along the value chain are benefiting from your data driven innovation

// WHEN TO APPLY

This tool is used in case other partners along the value chain need to adopt your solution to enable overall market adoption