

# #DDI-NAVIGATOR

## EXPLORING THE SUPPLY SIDE

## EXPLORING THE DEMAND SIDE



What value do you generate for users?

**Target user:** Who really is your target user? What jobs does he need to get done?

**Existing solutions:** How is he doing this job today? Does this bring happiness or pain?

**Generated value:** What is the added value you are trying to generate?

- Improved quality
- Reduced Risk
- Customization
- Improved Decision Making
- Higher Performance
- Improved Efficiency
- Cost Reduction
- Increasing Revenue
- More comfort
- New functionality
- ...

Which (kind of) data is required?

**Scope:** What data sources are required to implement your value proposition

**Data creation:** Who is generating the data?

**Data access:** How to access the required data sources?

**Data quality:** Is the data quality good enough for your application / offering?

**Training data:** Do you require labeled data sets to train your algorithms?

**DATA PROCESSING:** Which data processing technologies do you need?

**Perception:** How to extract information from unstructured data?

**Cognition:** How to generate new data / information / insights?

**Knowledge graph and semantic processing:** How to semantically enrich the data sources?

**Data storage / management:** How to store and manage the data sources?

**DATA APPLICATION:** How do you deliver your innovation to users?

**Data value:** What kind of value do you bring to your user?

- Descriptive analytics
- Diagnostic analytics
- Predictive analytics
- Prescriptive analytics
- Process Automation
- Matching
- Hardware

**Delivery:** How is your new offering delivered to the customer (e.g. an app, a website)?

**Device / hardware:** Do users require a particular hardware to access or use your data-driven offering?

Which partners do you need to build your innovation?

**Complimentary assets:** Do you require other innovations to be in place before your innovation can be used?

**Core capabilities:** What are you planning to do alone? Do you need to set up cooperation with partners?

**Competitive offerings:** How is your offering different to what others are offering? How do you make sure that your offering is competitive?

**Sustainable partnerships:** With whom can you collaborate in the long run to maximize your value?

Which partners do you need to adopt your innovation?

**Adoption chain partner:** Which partners will need to adopt your innovation before end-users will have the chance to access the full value proposition?

**Costs & Benefits:** What are the total costs versus relative benefits for partners in the value chain to adopt your innovation?

**Strategic Options:** How can you engage your adoption chain partners to get their buy-in?

- Value Sharing
- Investment sharing
- Complementary offering

How do you leverage your network effects?

**Where:** How can your data-driven innovation benefit from network effects?

What are your specific and tangible strategies to leverage those networks effects?

• Data level: more data allows to generate more value

• Infrastructure level: support others to build data-driven applications

• Marketplace level: connecting supply and demand

How do you make money?

**Which** revenue model will you select for which user segment for what purpose?

- Freemium
- Advertisement
- Subscription
- Usage Fee
- Asset Sale
- Licensing
- Selling of Services
- Commission Fee

**How** can you combine various revenue streams? And how will this change over time?

**What** is the price level your targeted user group is willing to pay?

**How** to align your product version with the pricing version?

What is your envisioned market position?

**How** do you position your data-driven innovation in your target market?

- **Improved Products:** How will the improved products impact existing customer relationships, sales channels or business models?
- **Data-driven Services:** What is the impact of your solution on existing business processes and value chains?

• **Data-driven Marketplace:** What is the value unit of your marketplace? What kind of actions will speed up the on-boarding process?

• **Niche application:** What are potential ecosystems to promote your niche applications?

• **Emerging technologies:** When and how will the specific market ask for your new technology? Can you advance your technology in other sectors in the meantime?