

NETWORK STRATEGY EXPLORATION

Thinking in a Data-Driven manner will soon be the standard in any business activity. This guide will help you and your team to unravel the potential of your data by matching your offer to the market needs. The methods presented in the next pages can be implemented when you have a new product or service, when you are challenging an old process, or when you are running out of ideas. Come back as many times as you need, and remember: a Data-Driven innovation benefits from an iterative process, or in other words, a back and forth approach

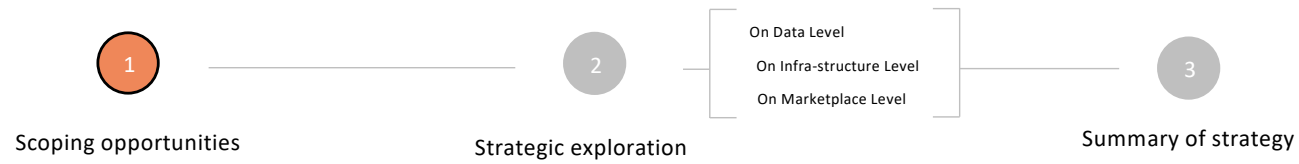
- // OBJECTIVES
 - ✓ Understand which value proposition fits best the market needs
- // OUTCOME
 - ✓ By anticipating the customer's future demand, you will have a potential data-driven solution to work on
- // WHEN TO APPLY
 - ✓ Whenever you need to better understand your customer's needs
 - ✓ When you have an idea (or multiple ideas) and need guidance on where to go next



NETWORK STRATEGY DEVELOPMENT

Name of DDI: _____

Date: / /



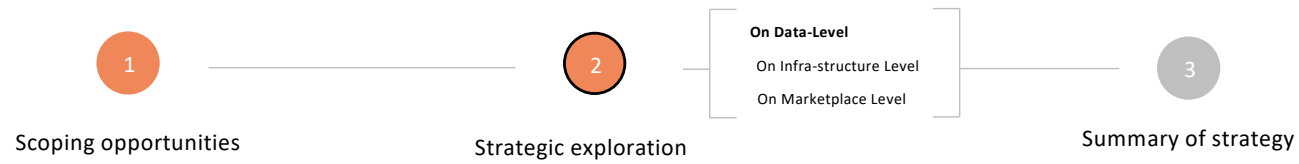
Network Strategy	Focus of your innovation	Applies (5) vs not applies (1)	Comments	Strategic Exploration?
On Data Level	• Do you rely on access to data to build advanced services?	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5		<input type="checkbox"/> Y <input type="checkbox"/> N
	• Do you agree with the statement “the more data, the better the offering”?	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5		<input type="checkbox"/> Y <input type="checkbox"/> N
On Infra-structure Level	• Do you provide a foundation for others to build upon?	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5		<input type="checkbox"/> Y <input type="checkbox"/> N
	• Do you agree with the statement “the more tools and infrastructure you provide for others, the more attractive your offering becomes?”	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5		<input type="checkbox"/> Y <input type="checkbox"/> N
On Marketplace Level	• Do you connect fragmented consumer and producer / buyer and seller?	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5		<input type="checkbox"/> Y <input type="checkbox"/> N
	• Do you agree with the statement “the more buyer & consumer (balanced) the more attractive the marketplace”?	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5		<input type="checkbox"/> Y <input type="checkbox"/> N



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On Data-Level

Scale of Data

My application improves with increasing amount of data sources

to generate data

How are those data sources generated? Who is generating the data? Who has access to the data? What is the critical amount of data required for your application?

to generate data by partnering

Who could help you to generate those data sets?

to setup human-interaction

How is the setup of underlying human-interaction?

to attract users

Can you attract a user to generate the needed data while using your application? What could be a value proposition that makes them happy and attracted to use your offering?

Scope of Data

My application improves by linking more data sources

to develop an application

What is the minimal set of data sources that need to be aligned to develop an application with value?

to link data sources

What are related data sources that could be linked to your data source

To do

To do

To do

To do

Strategic Options

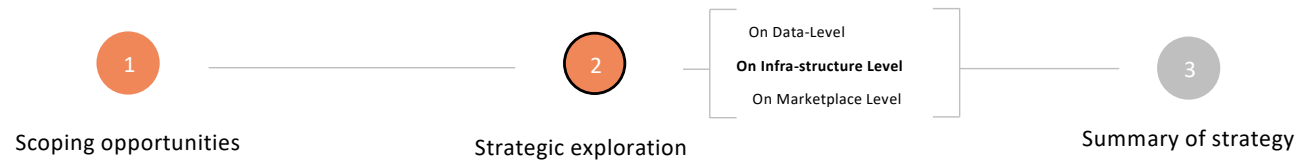
Summary of Data Level insights



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On Infra-structure Level

Enhancing the product

What type of products are your user planning to build? What is the core tool you are providing for them to build their product better?

Customization and personalization

How can your users (product builder) benefit from means for customization and personalization? How is their offering / competence different from yours?

Adding functionalities

What are additional functionalities / tools that many of your users would benefit from? Could those tools eventually attract more users?

Creating and capturing value

How can you empower your users (third parties creating new products) to create and capture value for themselves?

- Why is it attractive for them to use your tools instead of developing them alone?
- What are critical features that bring a competitive advantage for them, e.g. more security, more reliable, etc.?
- What is the critical number of users you require to make to also yield returns for your offering?
- How can you ensure that your user can easily connect to your system?

Attracting users

How will you attract your users (product builder)? What type of partnership do you see as beneficial?

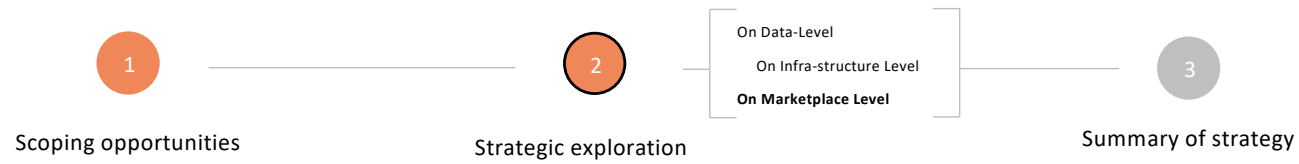
Strategic Options



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On Marketplace Level

Strategic Options

Ensuring growth

How to ensure balanced growth among all user groups?

Finding the core value

What is the core value to be exchanged? Goods, standardized or non-standardized service?
How do you communicate it?

Enhancing matchmaking

How will the matchmaking work? Can you improve the existing ways of matchmaking?

Attracting users

- What are your strategies to attract users from all involved communities?
- Can you provide additional value proposition to engage user groups?
 - Can you build an explicit user community, e.g. via events, etc.?
 - Are there other incentives that will attract user to use your application?

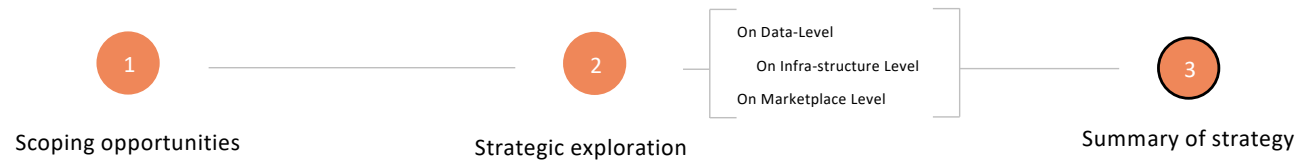
Summary of Marketplace Level insights



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Summary of strategy

Our strategic priorities are		List all planned activities	Phase 1	Phase 2	Phase 3	How to measure (KPI)
On Data-Level	<input type="checkbox"/>					
On Infra-Structure Level	<input type="checkbox"/>					
On Marketplace Level	<input type="checkbox"/>					

