

TYPE OF BUSINESS EXPLORATION

When positioning your data-driven offerings on the market, it is necessary to reflect about the associated business or innovation ecosystem. Use this assessment to understand how to position your business in the market

- // OBJECTIVES
✓ To do
- // OUTCOME
✓ To do
- // WHEN TO APPLY
✓ To do



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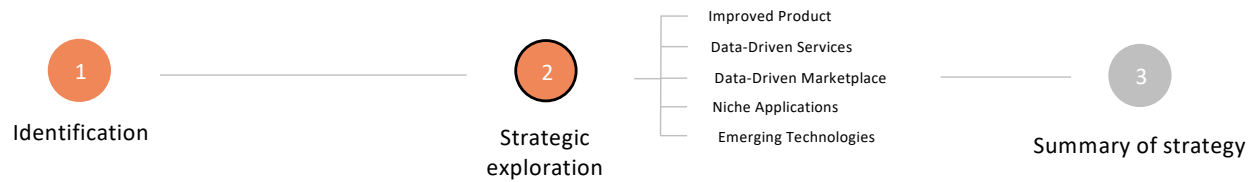
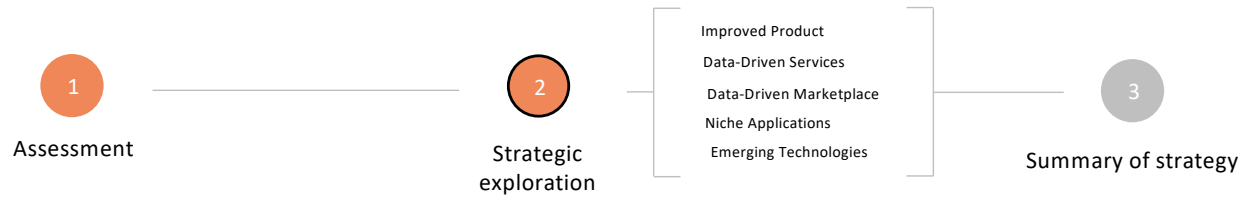
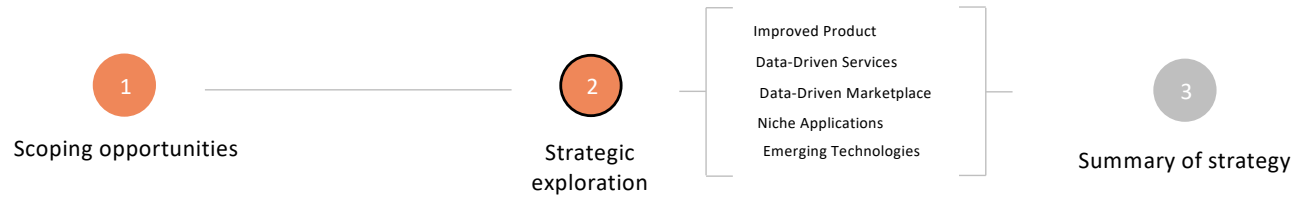
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Name of DDI:

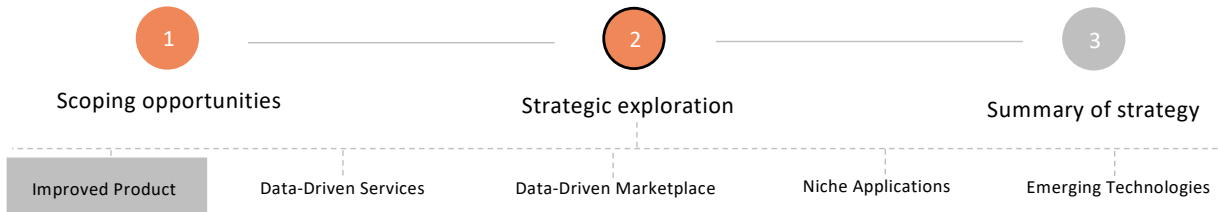
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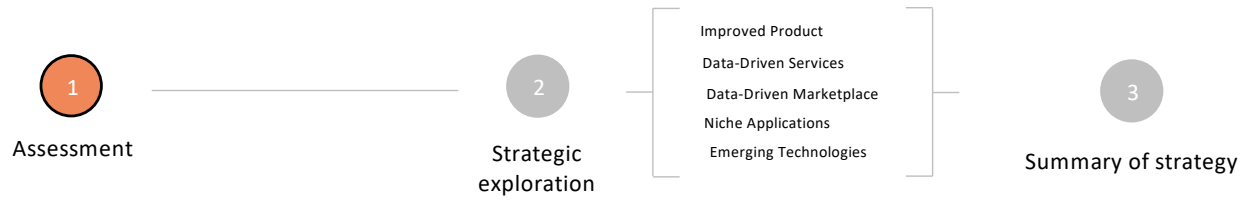
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Focus of your innovation:

Applies vs not applies

Sum

Are you advancing the state of the art? _____

Are you advancing the state of the art? _____

Are you offering unique capabilities in an established ecosystem?

No Yes

Are you in a situation to build a multi-sided market?

No Yes

Are you mainly relying on the data to deliver value?

No Yes

Are you the owner of the product you would like to improve?

No Yes

Emerging Technology

E.g.: Carfit – anticipate maintenance needs

Niche Application

E.g.: AIMS Innovation: niche player in Microsoft ecosystem

Data-Driven Marketplace

E.g.: Airbnb, YouTube

Data-Driven Service

E.g.: Arable - agricultural BI solution - SaaS

Improved Product

E.g.: Improving gas turbine technology

Summary

