

#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?