

The need



Take Off

Market

User

Idea

Concept

Evaluation

Quick Screening

Did we spot a user need, that the user also feels?

Users don't think they need it, and they wait until other users convince them.

Users don't feel the need, but they realize it as soon as they see our concept.

Users yearn for our product. They will come running with their wallets open and cry "What took you so long!"

The user has a real need. The product/service is "need-to-have", not just "nice to have".

STOP

WATCH OUT

GO

The customer has realized the need and does not have to be convinced first.

STOP

WATCH OUT

GO

The need is not met in other ways or with other products/services.

STOP

WATCH OUT

GO

The need is permanent or long lasting.

STOP

WATCH OUT

GO

The customer is willing to pay.

STOP

WATCH OUT

GO

We have a dialogue with potential customers, who are interested.

STOP

WATCH OUT

GO

The Solution



Take Off Market User Idea Concept **Evaluation**

Quick Screening

Do we make a user friendly concept? Can the users figure it out? Do they want to bother using it?

Hard to understand. It will take some training to get used to it. The user must radically change old habits and establish new ones.

New to the user. A little training and instruction necessary - and a slight change of habits.

Extremely user friendly. Easy to understand and use right away.

Our concept is in complete harmony with user needs.

STOP

WATCH OUT

GO

Our solution is a meaningful way for users to solve their problem.

STOP

WATCH OUT

GO

The user finds our solution acceptable and has no hesitations.

STOP

WATCH OUT

GO

The user immediately understands the concept.

STOP

WATCH OUT

GO

The users are able to use and take advantage of the concept without startup difficulties.

STOP

WATCH OUT

GO

We have tested the concept on users, where they could evaluate visually (fx via model, prototype, visualization).

STOP

WATCH OUT

GO

Quick Screening

We have a tested concept, that can be protected against competition?

The concept is easy to copy, and we cannot prevent others from doing it. Others might be able to get on the market before us.

Others can make something similar, but we might be able to get some protection from being the first.

All is tested and works- and we have protected the concept, so it is hard or impossible to copy.

The product/service is technically feasible.

STOP

WATCH OUT

GO

The product/service can be ready for sale and marketing in time.

STOP

WATCH OUT

GO

The product works technically.

STOP

WATCH OUT

GO

The product/service can be protected by patent or other kinds of IPR

STOP

WATCH OUT

GO

STOP

WATCH OUT

GO

STOP

WATCH OUT

GO

Competition



Take Off Market User Idea Concept **Evaluation**

Quick Screening

Did we find a market, where we will be left in peace from competitors? Or will we get smacked like a fly?

We go into a hard and bloody battle with established competitors with similar concepts.

We are slightly different and not a direct threat to anybody, so probably they will leave a share of the market for us.

We have a clear position in the market, that is not threatened by others, and that nobody wants to challenge.

We are unique compared to competitors.

STOP

WATCH OUT

GO

Our concept has a clearly defined position in the market.

STOP

WATCH OUT

GO

We found a niche, that competitors won't bother taking.

STOP

WATCH OUT

GO

We know how competitors are expected to react.

STOP

WATCH OUT

GO

We have countermeasures to the most likely competitor reactions.

STOP

WATCH OUT

GO

STOP

WATCH OUT

GO

Quick Screening

Are we dependent on a lot of partners? And do they want to cooperate?

We are deeply depending on several partners and some of them probably will reject us.

We need several partners, but some of them might be sceptical.

We are only depending on a few partners, and they surely will like to cooperate.

We have access to partners for the technical development and design.

STOP

WATCH OUT

GO

The necessary suppliers will want to cooperate with us.

STOP

WATCH OUT

GO

We can establish strategic partnerships.

STOP

WATCH OUT

GO

STOP

WATCH OUT

GO

STOP

WATCH OUT

GO

STOP

WATCH OUT

GO

Realizability



Take Off Market User Idea Concept **Evaluation**

Quick Screening

Is our project realizable?

We cannot realize the project with our own resources. We need massive supply of money, time and skills.

We can do the most with our own resources, but we need resources in certain areas.

We can go for it ourselves right now and be ready on time.

The project is technically feasible with the existing team.

STOP

WATCH OUT

GO

The project is financially feasible with our current financial situation.

STOP

WATCH OUT

GO

The project is feasible within a reasonable time limit.

STOP

WATCH OUT

GO

The project is generally feasible with the skills of the current team.

STOP

WATCH OUT

GO

We can get the extra resources needed (money, skills, time, partners etc.)

STOP

WATCH OUT

GO

STOP

WATCH OUT

GO