

Module Platform Business Analysis

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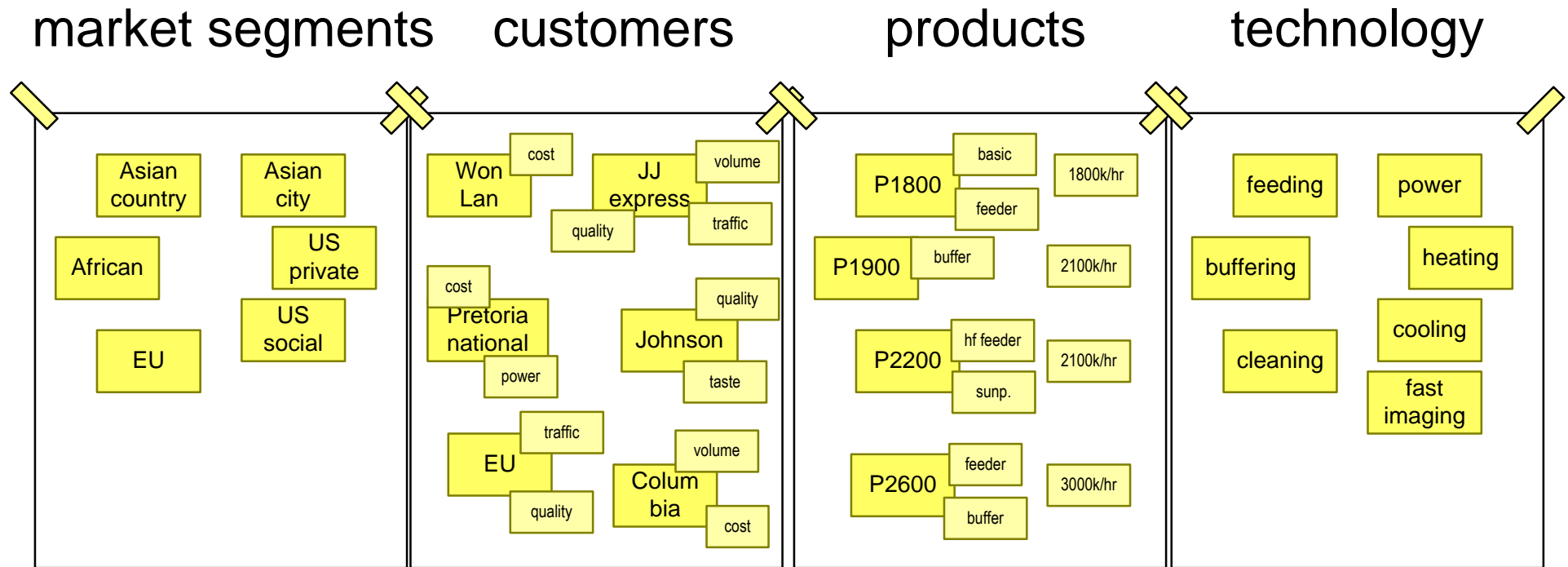
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Abstract

This module provides an approach to analyse market and business to help in defining the platform scope.

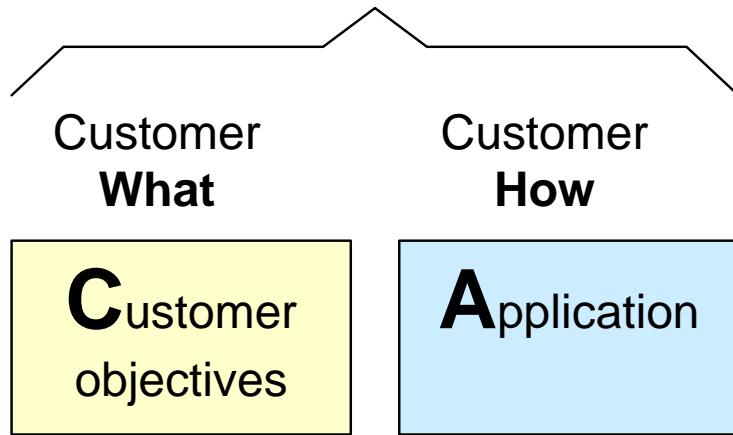
Explore Markets, Customers, Products and Technologies



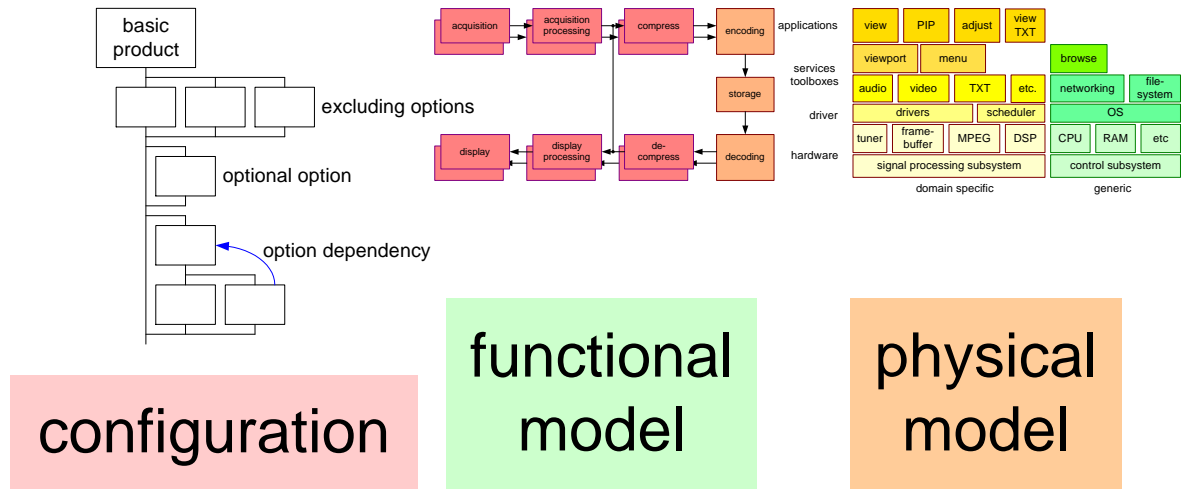
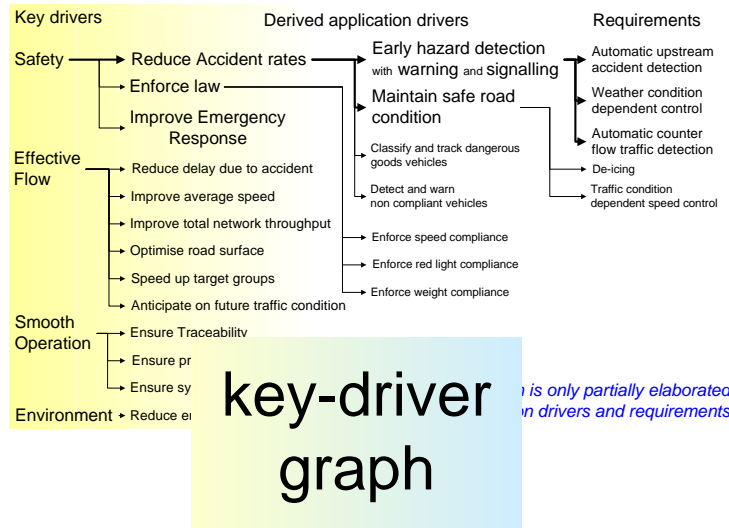
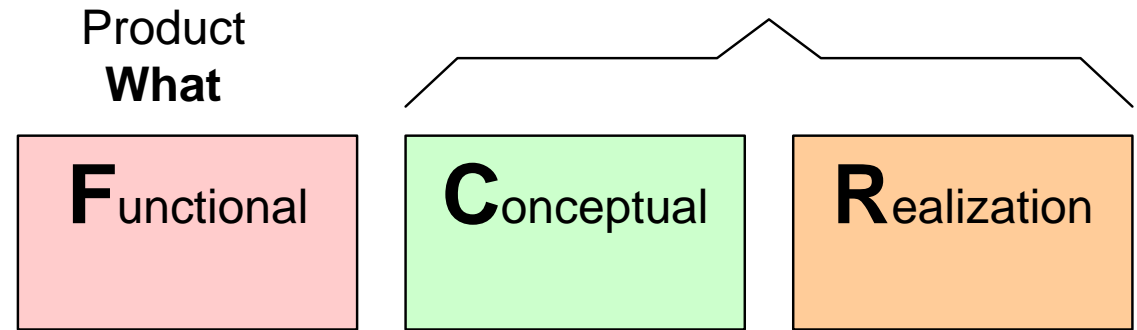
brain storm and discuss time-boxed

Study one Customer and Product

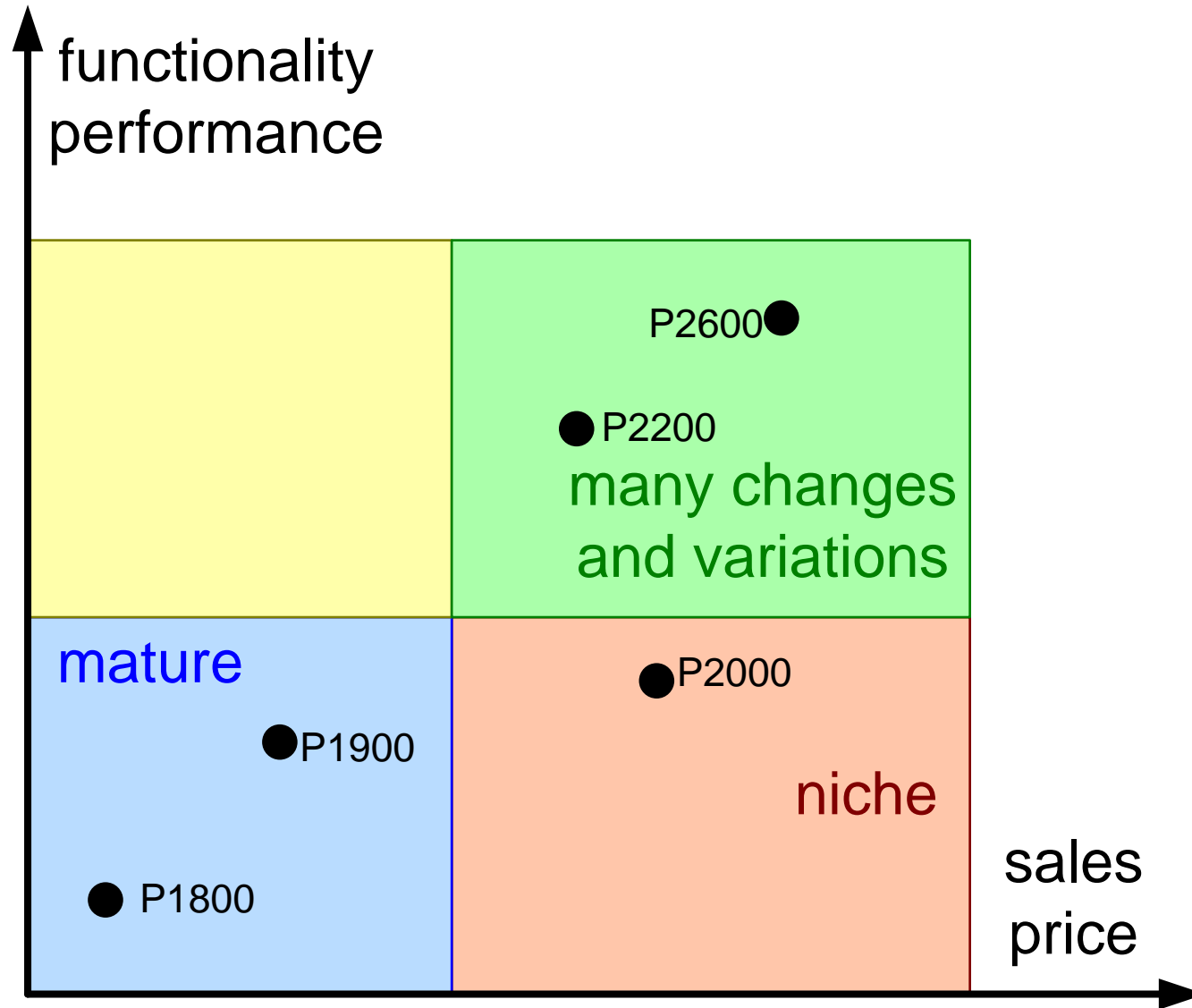
What does Customer need in Product and **Why?**



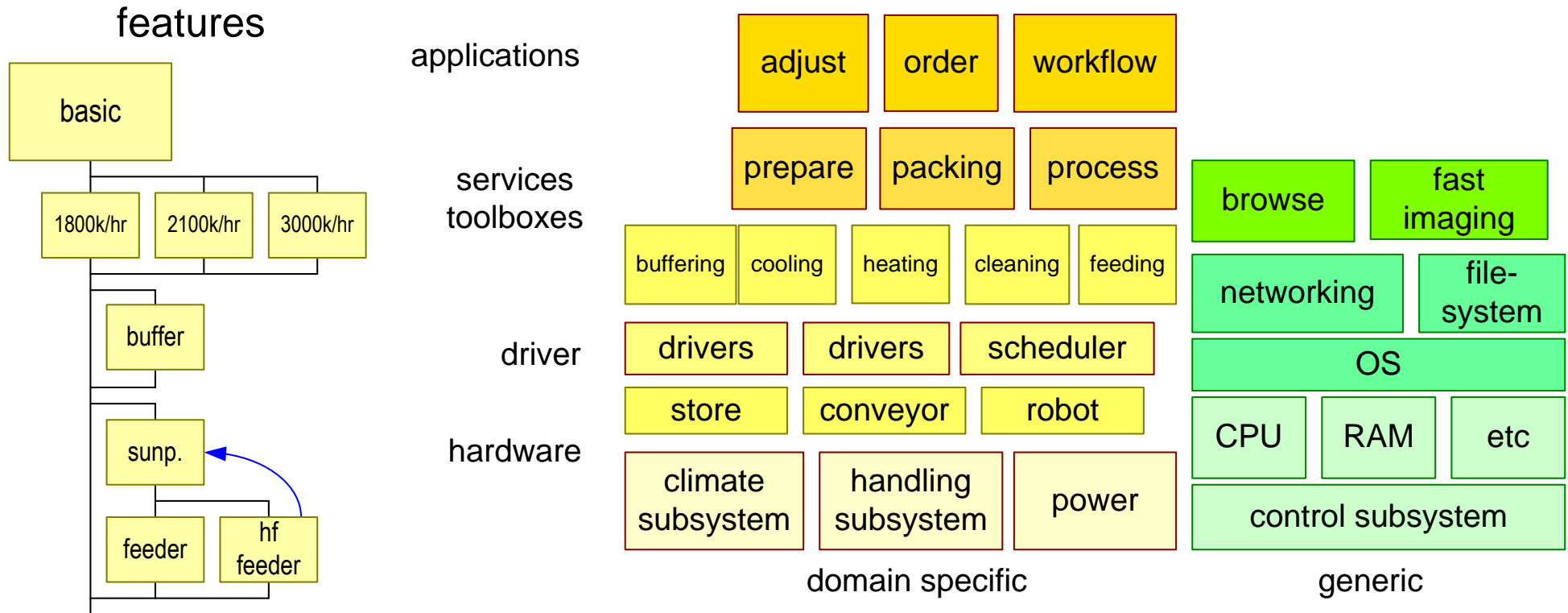
Product **How**



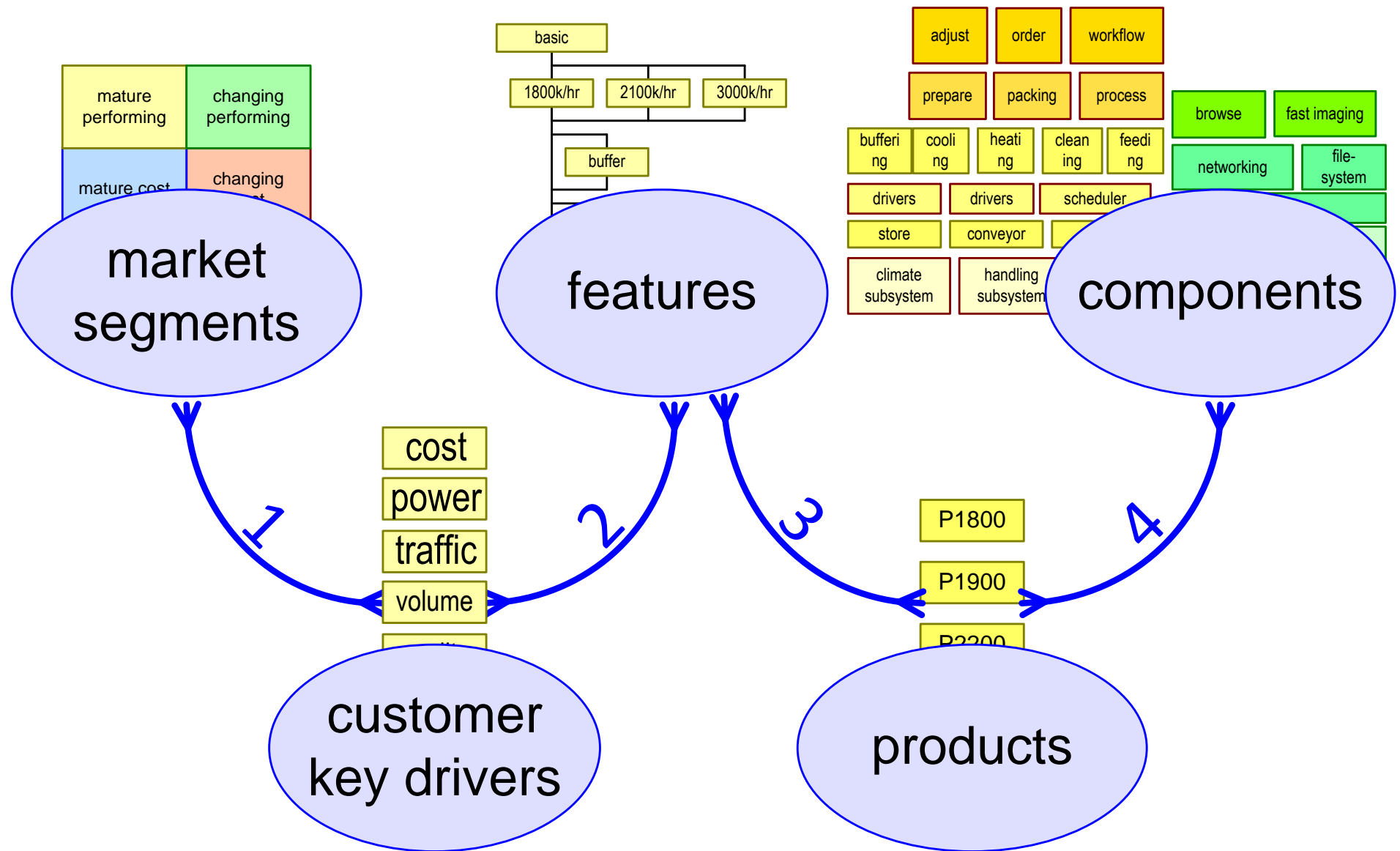
Make Map of Customers and Market Segments



identify product features and technology components



Mapping From Markets to Components



Example Criteria for Determining Value

- Value for the customer
- (dis)satisfaction level for the customer
- Selling value (How much is the customer willing to pay?)
- Level of differentiation w.r.t. the competition
- Impact on the market share
- Impact on the profit margin

Use relative scale, e.g. 1..5 1=low value, 5 -high value

Ask several knowledgeable people to score

Discussion provides insight (don't fall in spreadsheet trap)

Determine Value of Features

— products →

← features

		P1800			P1900			P2200		
		satisfaction customer	sales price	market share	satisfaction customer	sales price	market share	satisfaction customer	sales price	market share
feeder		1	5	4	3	4	4	4	5	5
hf feeder										
buffer		4	3	4	5	3	4	4	3	4
sunpower		2	2	1	2	2	1	2	2	4

Example Platform Scoping

