

THE BUSINESS MODEL ENVIRONMENT - WHAT ARE THE KEY TREND DRIVERS?

← THE INNOVATION

← THE BUSINESS CASE

<p>RISKS Assess the risks associated with different aspects of the innovation project</p>	<p>UNIQUE FEATURES Describe what your innovation project is likely to produce</p>	<p>VALUE PROPOSITION Explain why customers would prioritise your product/service/process/material over your competitors</p>	<p>CHANNELS Identify the most effective channels to distribute and inform others of your innovation</p>	<p>MARKET POTENTIAL Identify the trend or challenge which is driving the innovation. This trend or challenge will be creating a new market or re-shaping an existing market and it should be providing you with a sustainable business opportunity. Describe which economic, social, environmental, cultural and/or political drivers are most influential in creating the opportunity</p>
<p>PROJECT PLAN Develop a project plan</p>	<p>TECHNICAL FEASIBILITY Explain why you believe it is technically feasible to produce the idea as a product, service, process, material, method, application, etc</p>	<p>COMPETITORS Identify who your competitors are or will potentially be</p>		
<p>IPR Identify your position in terms of IPR for your innovation and outline your anticipated approach</p>	<p>THE TEAM Describe your plan for acquiring the skills and knowledge your business will need to deliver the project</p>	<p>CUSTOMER RELATIONS Identify how you will help people find out about your innovation</p>		
<p>COST STRUCTURE Work out the cost structure for your innovation project</p>		<p>REVENUE STREAMS Identify a selection of potential revenue streams and assess their long term viability</p>		

THE BUSINESS MODEL ENVIRONMENT - WHAT ARE THE STRONGEST INDUSTRY FORCES?

THE BUSINESS MODEL ENVIRONMENT - WHAT ARE THE KEY MARKET FORCES?

THE BUSINESS MODEL ENVIRONMENT - WHAT ARE THE MACRO-ECONOMIC FORCES?