

Module Platform Business Analysis

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Abstract

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

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July 1, 2011
status: planned
version: 0.2

Approach to Platform Business Analysis

explore markets, customers, products and technologies

study one customer and product

make map of customers and market segments

identify product features and technology components

make maps:

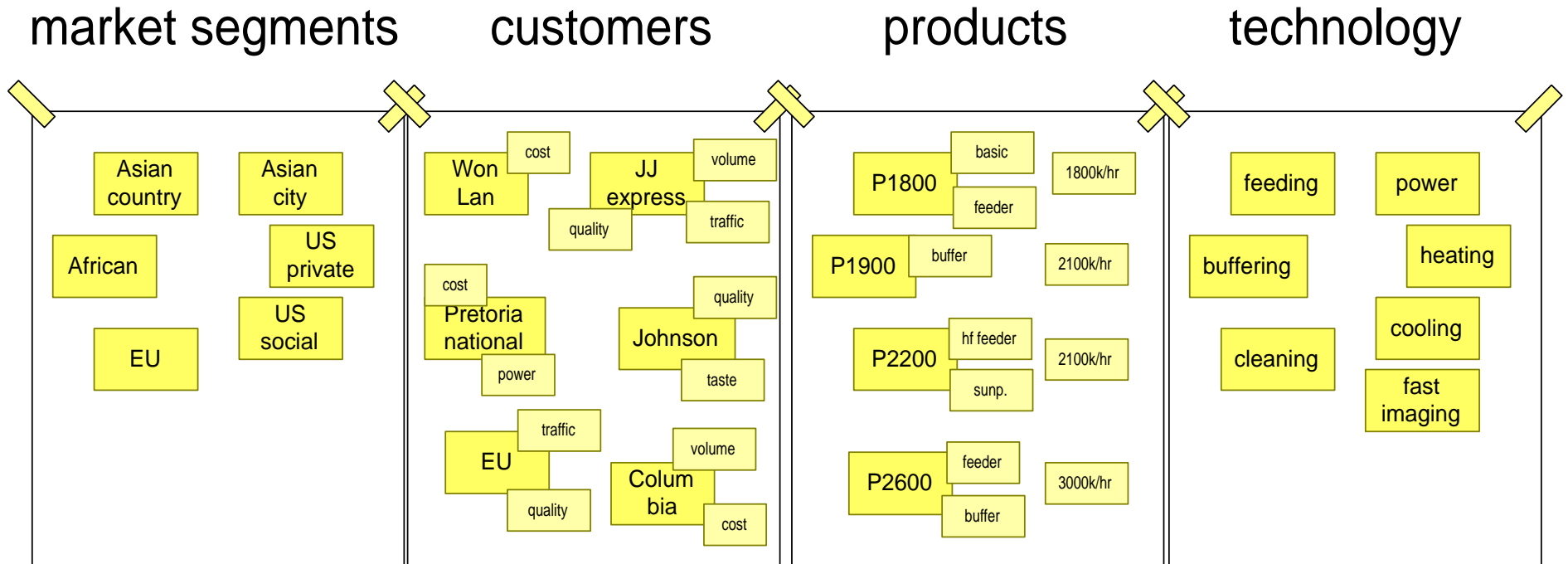
- market segments - customer key drivers
- customer key drivers - features
- features - products
- products - components

determine value of features

identify synergy and (potential) conflicts

create roadmap and short term plan

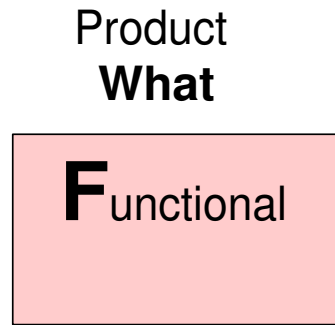
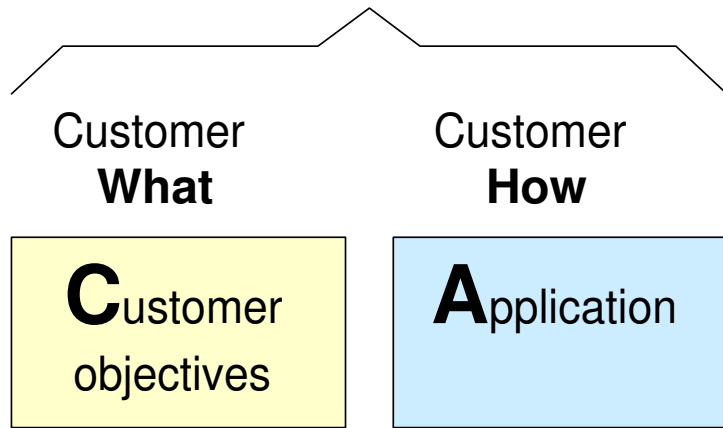
Explore Markets, Customers, Products and Technologies



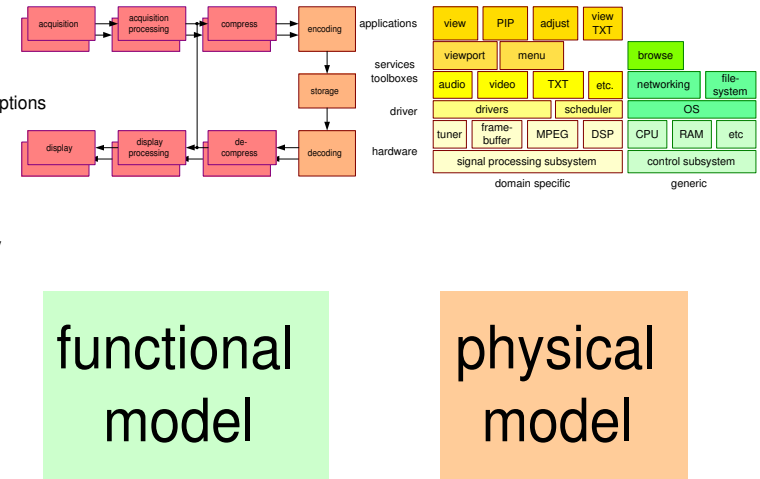
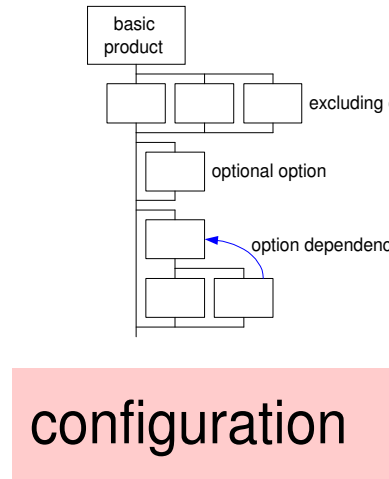
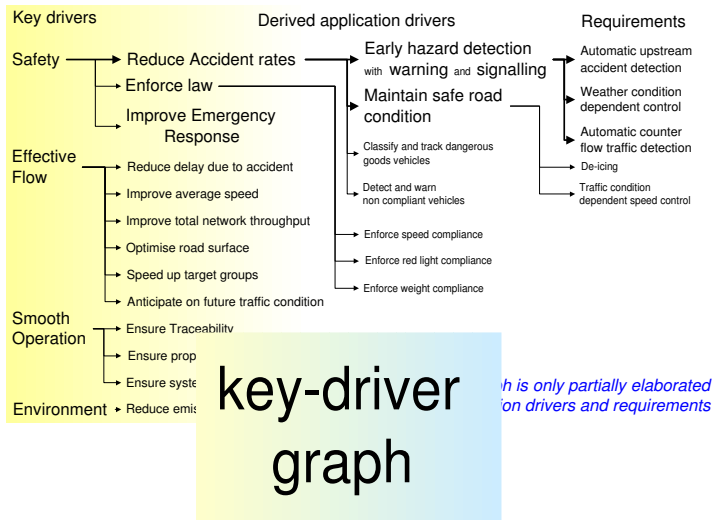
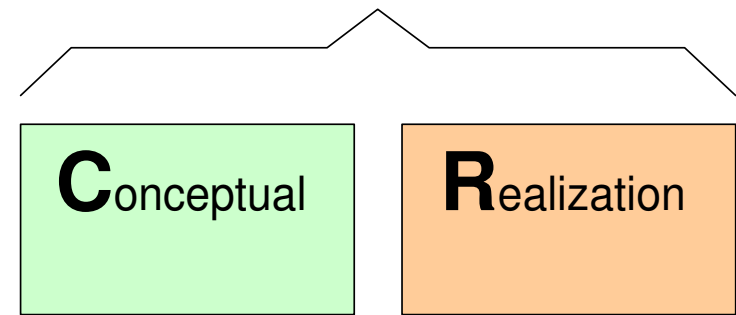
brain storm and discuss time-boxed

Study one Customer and Product

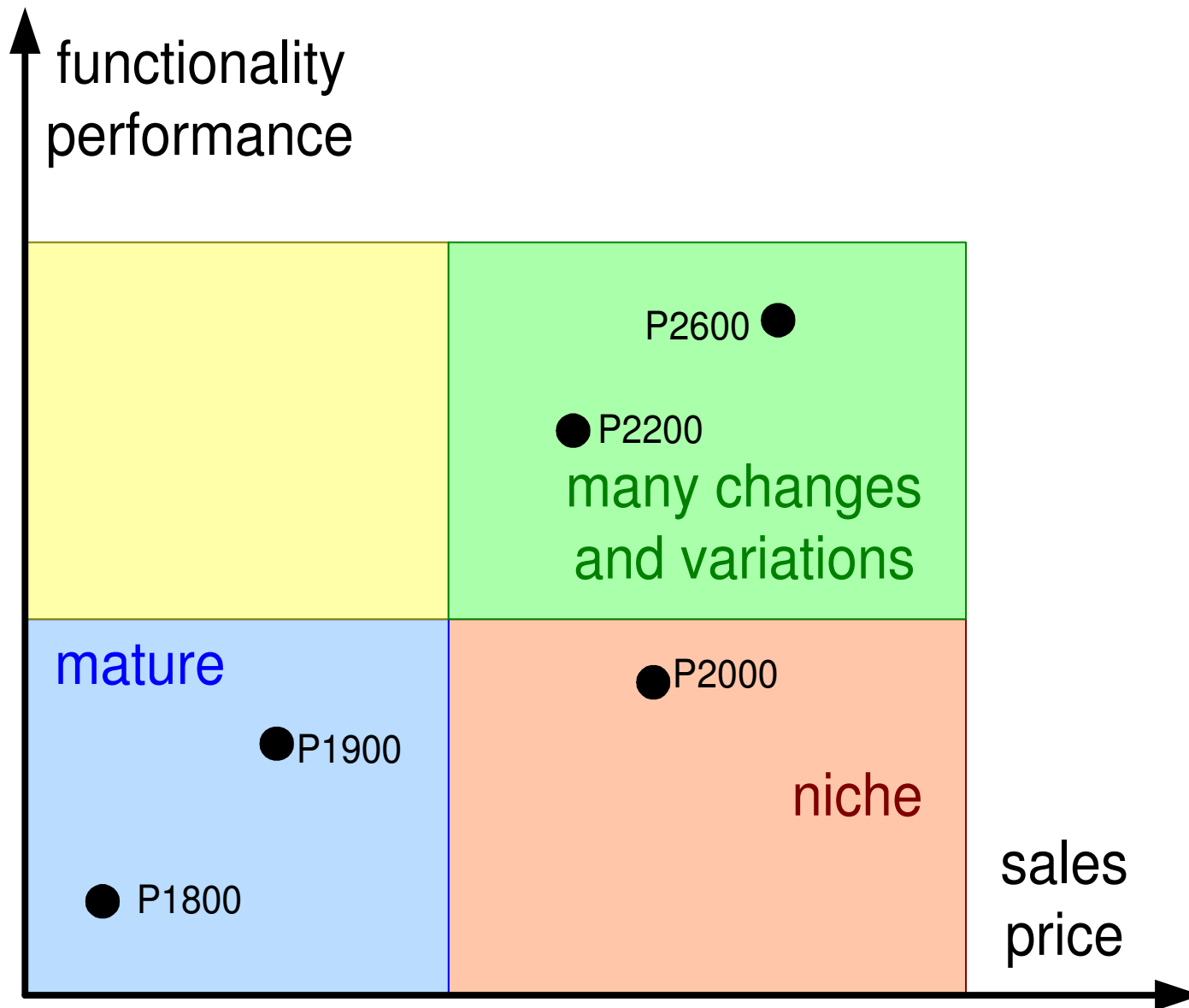
What does Customer need in Product and Why?



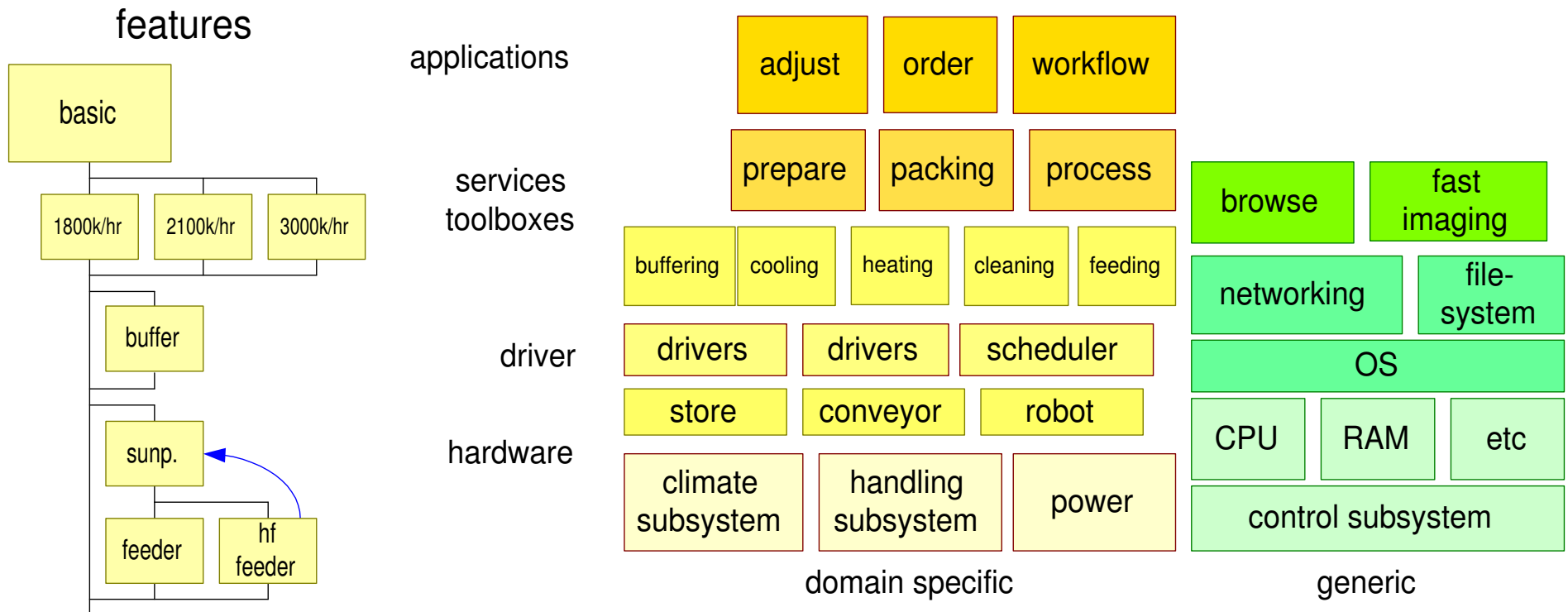
Product How



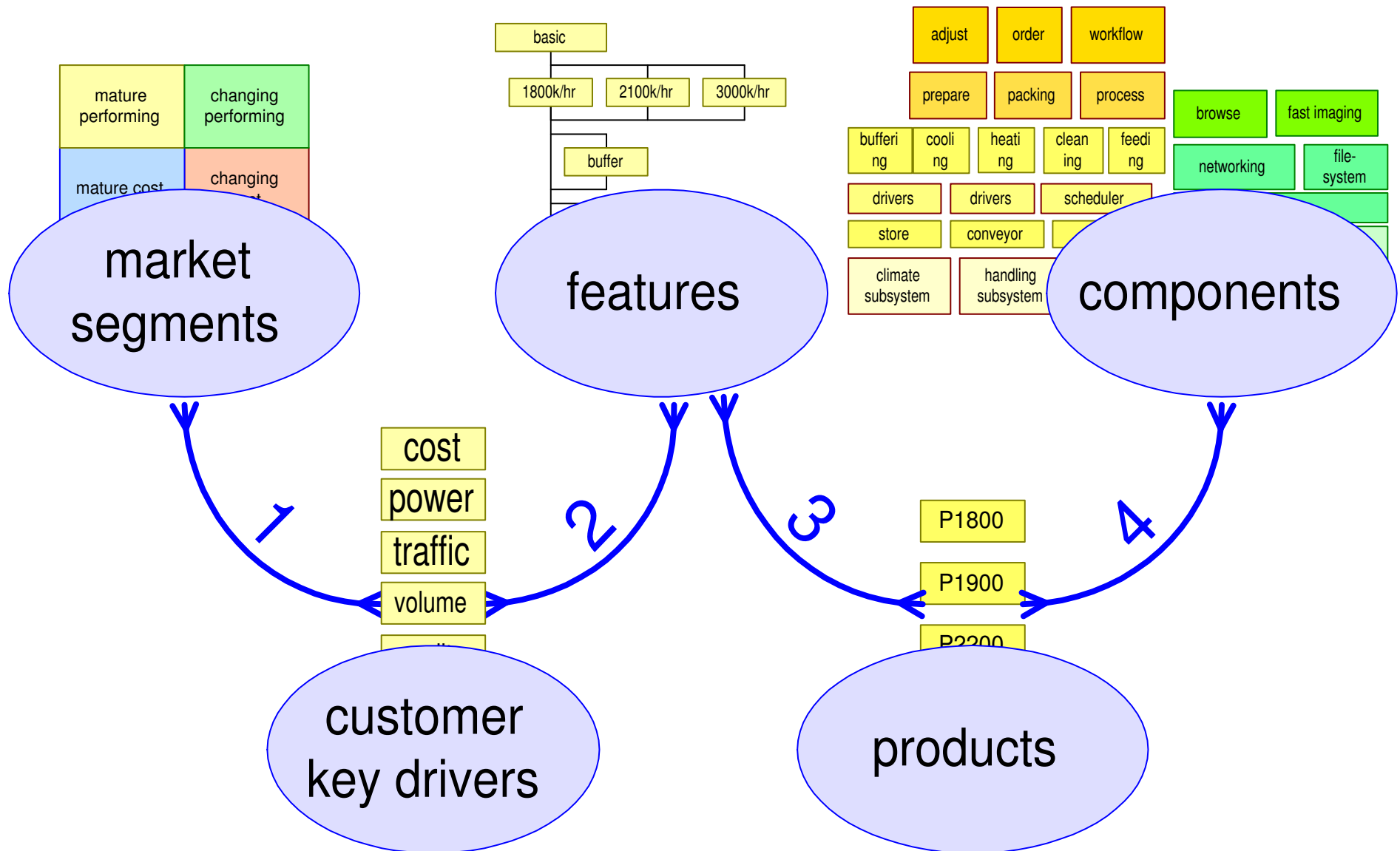
Make Map of Customers and Market Segments



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

