Workshop 4 - Solution Potential Assessment

What? A tool to analyze the potential of your offering, understanding the user segment it will target and its competitive advantage
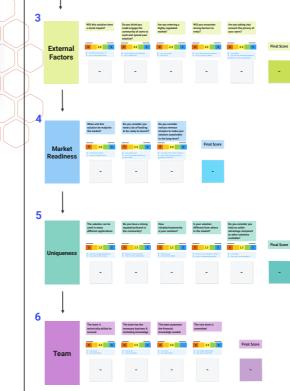
Why? To be better prepared and understand if we are missing any critical aspect of the whole picture as soon as possible

When? Once the value proposition and the initial open-source business model are drafted

Self-evaluation Questionnaire

Complete the questionnaire for each of the six categories here listed. Each question should be answered numerically on a scale from 0 to 5 and the particular instructions are indicated under each scale. After completing each section, sum up your score and write it on the sticky note under "Final Score"
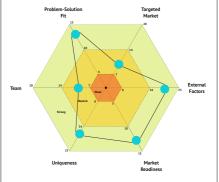
1 Problem-Solution Fit

- Does your idea solve an existing problem?
- Is it a critical/vital problem for the users? or more like a trivial one?
- How easy will it be for customers to implement your solution?

Final Score: –

2 Targeted Market

- Is there a well-defined end-user for this technology?
- Have you already been in contact with potentially interested users?
- Is it a very niche customer segment, or is it broad?
- What market share do you expect to take in this area in the first 5 years?

Final Score: –

3 External Factors

- Will this solution have a social impact?
- Do you think you could engage the community of users to work and spread your solution?
- Are you entering a highly-regulated market?
- Will you encounter strong barriers to entry?
- Are you taking into account the privacy of your users?

Final Score: –

4 Market Readiness

- When will this solution be ready for the market?
- Do you consider you need a lot of funding to be ready to launch?
- Do you consider various revenue streams to make your solution sustainable in the long-term?

Final Score: –

5 Uniqueness

- The solution can be used in many different applications
- Do you have a strong reputation/brand in the community?
- How reliable/trustworthy is your solution?
- Is your solution different from others in the market?
- Do you consider you hold an unfair advantage compared to other solutions available?

Final Score: –

6 Team

- The team is technically skilled to succeed
- The team has the necessary business & marketing knowledge
- The team possesses the financial knowledge needed
- The core team is committed

Final Score: –

Final step: Visual Summary

Now, just collect the scores you have obtained and drag each blue dot onto its right position. On each line connecting each factor to the center of the diagram you will find the scale to guide your positioning

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