3 DESIGN YOUR AGILE FOCUS STRATEGY

Build a smart portfolio around your Primary Market Opportunity to mitigate your risk and increase your value.

I. Choose a Primary Market Opportunity to focus on (based on the Attractiveness Map).

II. Pick other attractive market opportunities from your set to examine possible Backup and Growth Options.

Relatedness to your Primary Market Opportunity:

PRODUCT RELATEDNESS
To what extent do the products share: technological competences, required resources, necessary networks

MARKET RELATEDNESS
To what extent do the customers share: values and benefits, sales channels, word-of-mouth

Suitable as:

BACKUP OPTION
Attractive market opportunities that do not share major risks with your Primary Market Opportunity to allow for a change in direction

☐ Backup   ☐ Backup   ☐ Backup

GROWTH OPTION
Attractive market opportunities that allow your business to create additional value

☐ Growth   ☐ Growth   ☐ Growth

III. Design your Agile Focus Strategy:

- Keep at least one Backup and one Growth Option open
- Decide if any option is worth pursuing now
- Place the rest in storage

| Pursue now | Keep open | Place in storage | Pursue now | Keep open | Place in storage | Pursue now | Keep open | Place in storage |

Mark your strategy on the Agile Focus Dartboard.