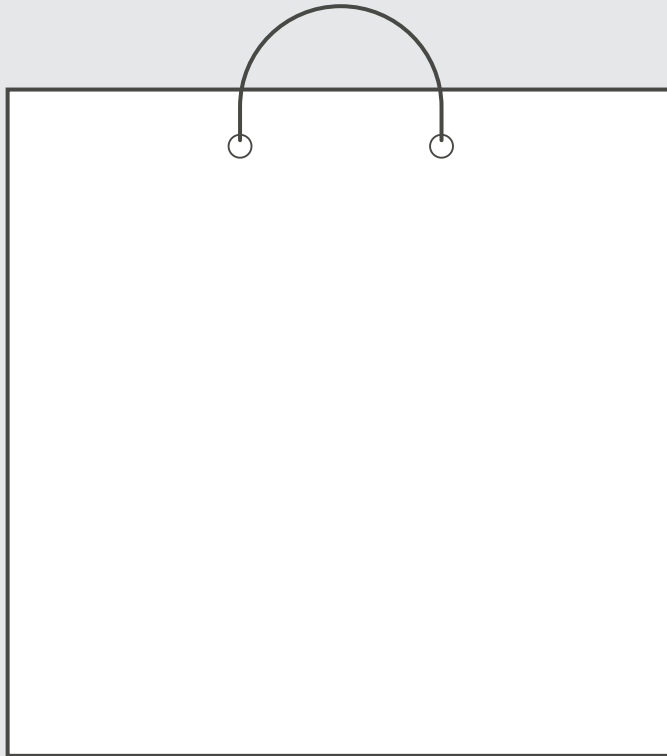


THE MARKET OPPORTUNITY NAVIGATOR

NAME

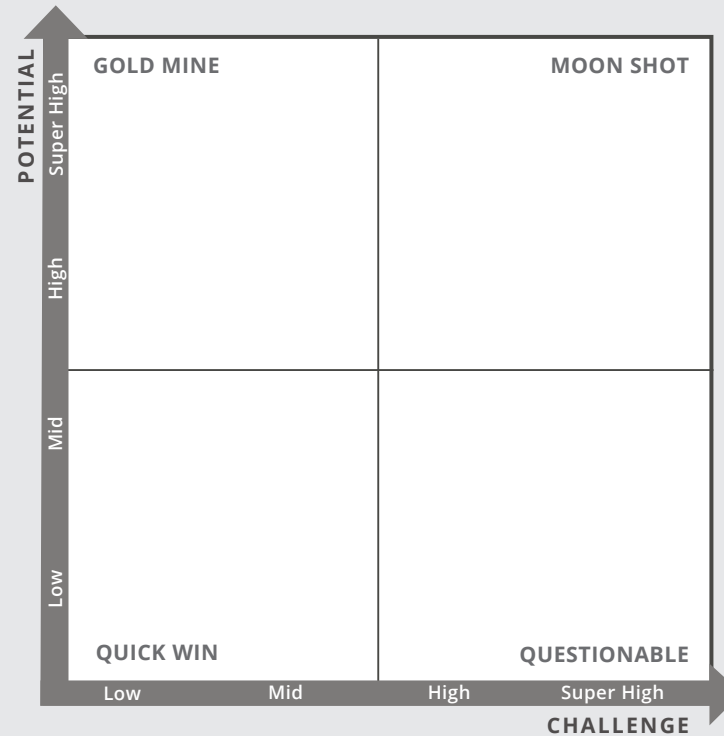
DATE



MARKET OPPORTUNITY SET

1

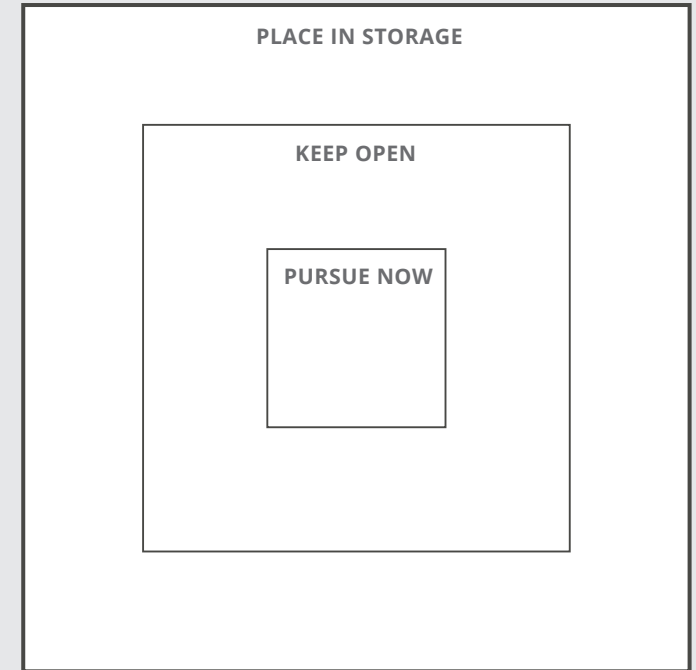
Use Worksheet 1 to identify potential market opportunities, and place them in the set



ATTRACTIVENESS MAP

2

Use Worksheet 2 to evaluate the attractiveness of each market opportunity, and place each one on the map



AGILE FOCUS DARTBOARD

3

Use Worksheet 3 to design your Agile Focus strategy, and mark it on the dartboard



market opportunity = any combination of application + customer
Use sticky-notes™ to represent each market opportunity