

Topic:

Team:

Date:

Step 2:
Define current state

Now

Short term

Medium term

Long term

Step 1: Define successful future value opportunity scenario

When?

Market
Trends & drivers?
Regulation?
Standards?
Policy?
Competing firms & technologies?
Customers?

Step 4a:

Map market, business and commercial drivers, opportunities and context

Value context?
Early / niche opportunities?

Application
Business strategy?
Products?
Services?
Sales & marketing?
Support for customers?
Distribution and logistics?

Step 5:

Define alternative paths / options

Value capture?
Business models?

Step 3:
Define core path to value

Stepping stones / Demonstrators / Decision points
What? To whom? When? How? Where? Why?

Sub-systems?

Market
Trends & drivers?
Regulation?
Standards?
Policy?
Competing firms & technologies?
Customers?

Why?

Quantify
\$

Application
Business strategy?
Products?
Services?

What?

Application functionality, performance and format

Sales & marketing?
Support for customers?
Distribution and logistics?

Who?
Where?

The challenge – where are we now? (compared to vision)
Us? State-of-the-art?

Capabilities
Technology?
Design?
Production?
Business processes?
Supply?
Finance?
Skills?
Other resources?

Value creation?
IP? Funding?
Partnerships?
Functionality?
Performance?

Step 4b:

Map technology, finance, resource and partnering requirements, opportunities and context

Step 6:

Elaborate:

Risks, Gaps, Enablers & barriers

Strategic sub-themes / layers ('unpack' core path for Step 3; cluster / organise for Step 4)

Quantify nodes \$\$\$ (ranges)
Estimate confidence levels

Capabilities
Technology?
Design?
Production?
Business processes?
Supply?
Finance?
Skills?
Other resources?

How?

Sub-system performance requirements