

Research

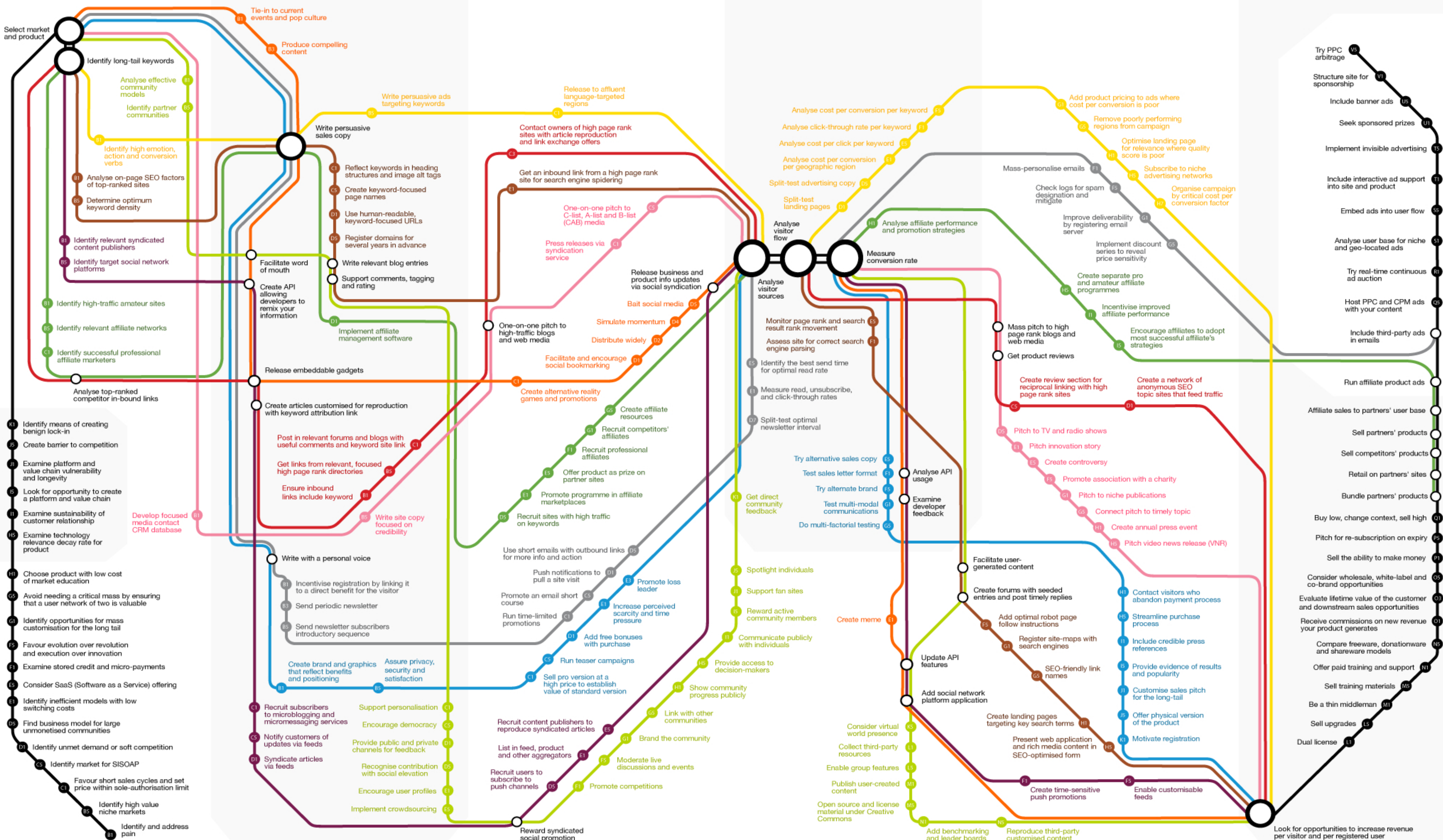
Release

Promote

Test

Refactor

Capitalise



Longevity

- Identify means of creating benign lock-in
- Create barrier to competition
- Examine platform and value chain vulnerability and longevity
- Look for opportunity to create a platform and value chain
- Examine sustainability of customer relationship
- Examine technology relevance decay rate for product
- Choose product with low cost of market education
- Avoid needing a critical mass by ensuring that a user network of two is valuable
- Identify opportunities for mass customisation for the long tail
- Favour evolution over revolution and execution over innovation
- Examine stored credit and micro-payments
- Consider SaaS (Software as a Service) offering
- Identify inefficient models with low switching costs
- Find business model for large unmonetised communities
- Identify unmet demand or soft competition
- Identify market for SISOP
- Favour short sales cycles and set price within sole-authorisation limit
- Identify high value niche markets
- Identify and address pain

Advertising

