

Sector overview

External Industry Overview Tool (1/6)

This tool helps you to define the outline of a key sector which you will focus on.
Do this for each sector.

Sector name:

e.g. fintech

Key facts:

What's happening now in this sector?

Describe why it's important to consider this sector.

Sector overview

External Industry Overview Tool (2/6)

This tool helps you to define the key drivers of change and the main areas of focus that organisations should be adopting in response.

Sector name:

e.g. fintech

Context:

Key conditions of the marketplace and the way the market as a whole is operating.

Drivers of change:

Describe the key elements that are driving change in the sector.

e.g. new technologies, regulatory environments, attitudinal changes.

Focus area:

Describe key business focusses that may be appropriate responses to those changes.

Sources:

Recent innovations

External Industry Overview Tool (3/6)

This tool helps you to organise information about recent innovations that relate to the sector. Complete one of these tools for each pertinent innovation. Do this for each sector.

Sector name:

e.g. fintech

Give a title to the innovation.

Make a sketch or add a photo here.

Describe the innovation - Who it is by, what it means and why it is important.

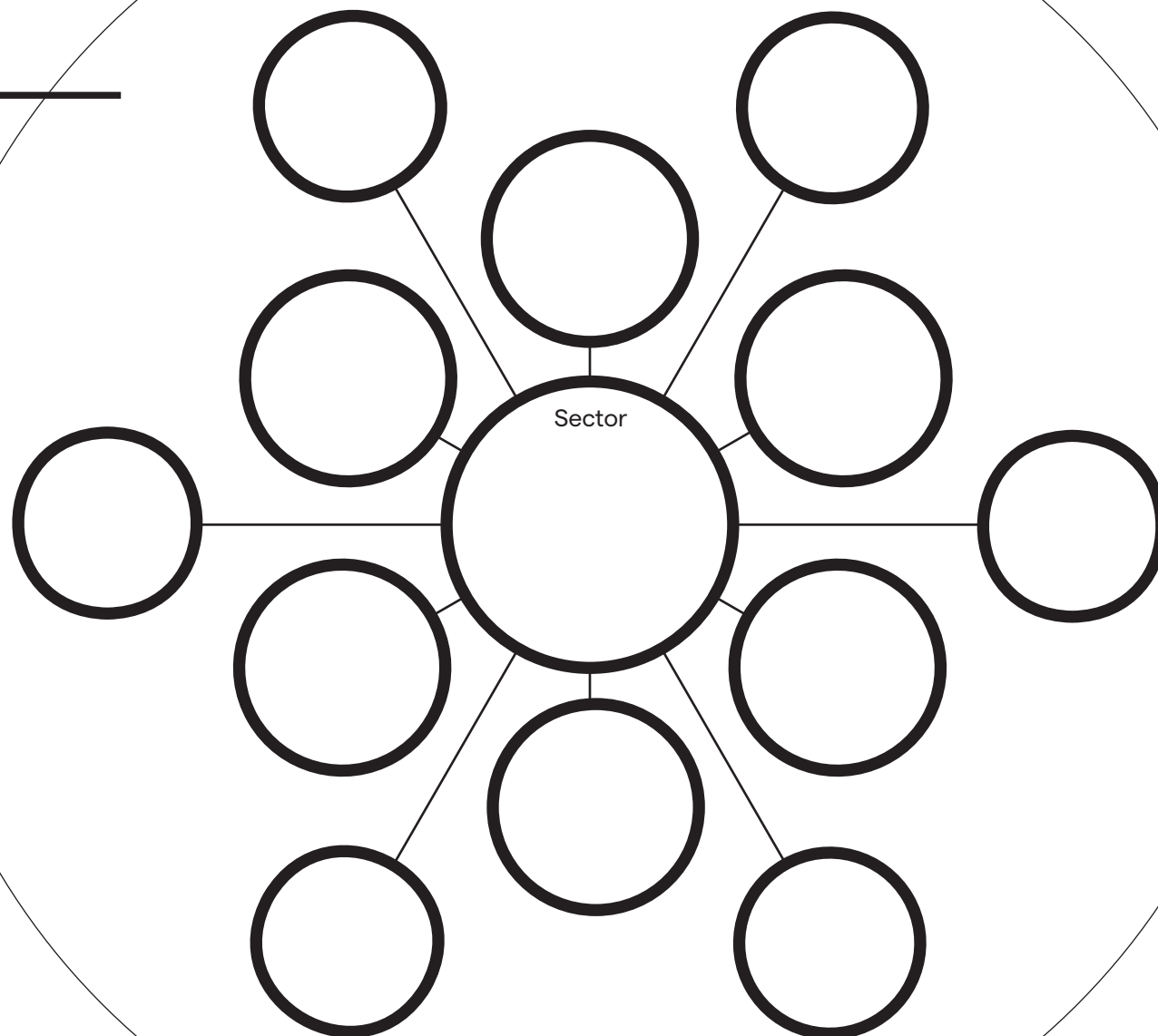
Stakeholders map

External Industry Overview Tool (4/6)

This tool is to help you describe key stakeholders relating to each sector. For each sector, write the name of the sector in the centre and consider stakeholders belonging to the categories: National Governments, Supply chain and Influencers, Technology and finally, Retail and Consumer (Place stakeholders who are most connected to the sector, closer to the centre).

Sector name:

e.g. fintech



Jobs to be done

External Industry Overview Tool (5/6)

This tool helps you identify key jobs that are required to be completed by the sector in order to meet the needs of the users. Then it asks you to explore the opportunities of this for the organisation and its end customers.

Sector name:

e.g. fintech

Customer / User profiles and needs:

For each of the distinct customer groups (for instance Gen Z or Gen Y) describe their profiles and needs.

Service providers goals:

Describe the goals which service providers in this sector should aspire to in order to meet those needs.

Opportunities for the Organisation:

Describe the key opportunities that can be taken up by the client considering their unique strengths.

Opportunities for the end Customers:

Describe the key opportunities that can be offered to the organisation end customers.

Selection criteria

External Industry Overview Tool (6/6)

This tool helps you quantify the value of the opportunity of the sector in order for you to easily compare this sector's potential to others.

Sector name:

e.g. fintech

Market access:

Function of control of routes to market, market position vs dominant players or fragmentation, and market power in terms of relevance of brand and resources.

Capacity to deliver:

Function of complexity to develop, needs and readiness of eco-system to deliver solution, and market maturity/readiness.

Impact:

Impact of the value proposition on user's jobs to be done.

Size of the opportunity:

Size of the market and the segments to be targeted.

Score (from 1 to 10)

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Score (from 1 to 10)

Score (from 1 to 10)

Average score