



# GO-TO-MARKET

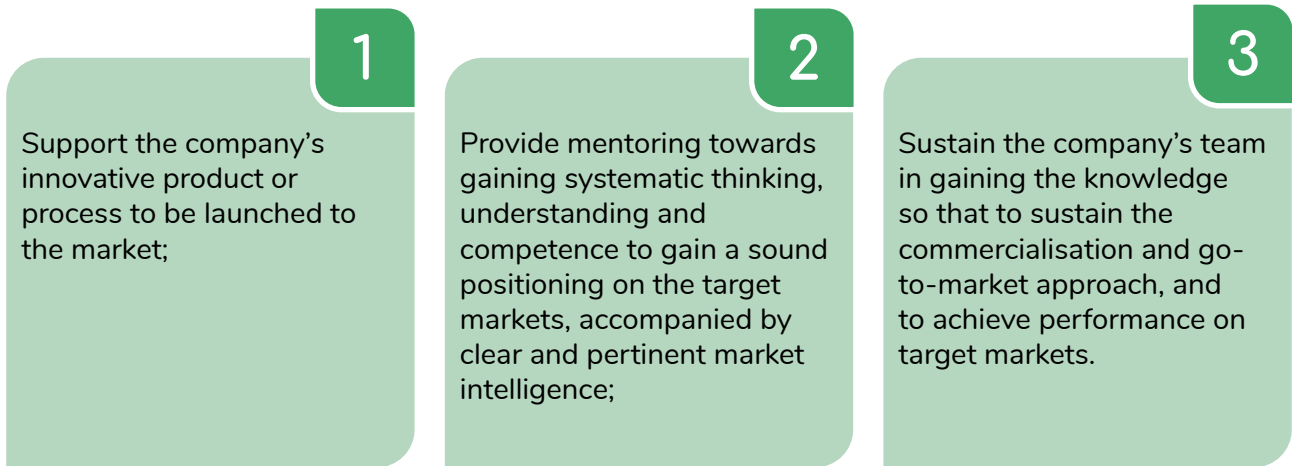
## Mentoring Driver

# INTRODUCTION

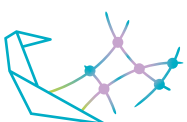
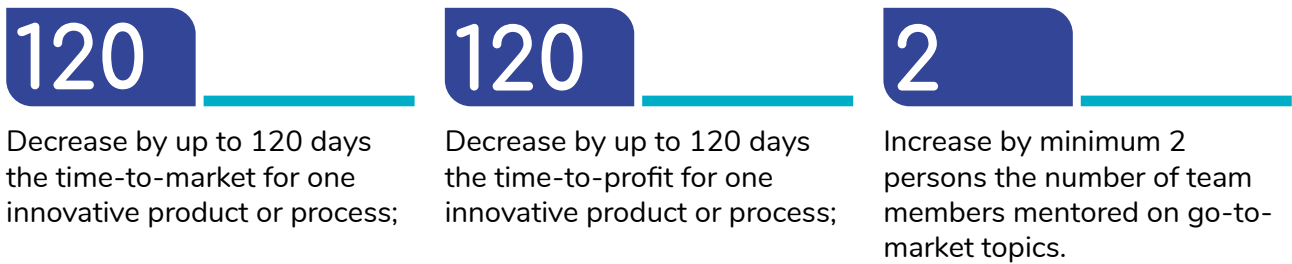
The Go-to-Market Mentoring Driver is intended to accelerate the process of bringing innovation towards the market, thus making it appropriate for the TRL7-TRL9 scenarios. It is designed to help the newly developed products and services to make the last fine tunes that help the market launch. The internal logic is constructed to help the mentee companies understand the main variables of going to market, the process of value creation, and the client discovery and engagement process.



## Objectives of the Mentoring Driver Go-to-Market



## Impact of the Mentoring Driver Go-to-Market



## Main stages in the delivery of the Mentoring Driver Go-to-Market

1

Specific survey diagnostic for the Driver Go-to-Market

### **Business opportunity self-assessment methodology**

- Offers users the possibility to self-assess their projects in two layers measuring innovation maturity and business opportunity potential. The tool is divided in 6 dimensions (technology, team, market, unique value proposition, IP, financials) covering the major points for assessment for an objective evaluation and benchmark of the project. Once all questions are answered, visual feedback is generated showing how the business opportunity scores per dimension and per layer.
- By completing the self-assessment, the user can list all points where he/she lacks and plan future activities to improve and identify additional points that so far were not considered important. The business opportunity self-assessment methodology has high learning value and mentee companies can use it to understand how to be innovation and business ready.

2

First workshop within the Mentoring Driver Go-to-Market

### **GO-to-market “ingredients”**

- It presents the main variables supporting the process of going to market, meaning the product and service readiness, market structure, and the tactics to approach the market.
- The mentee company will understand different nuances of “readiness” and why they matter for the Go-to-market strategy, one will learn how the market size can be estimate and contribute to the customer creation process, and last but not least, one will learn the elements of a strategy.

3

Second workshop within the Mentoring Driver Go-to-Market

### **Go2Market strategy roadmap**

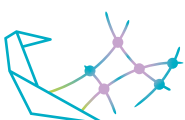
- It is a framework that helps the mentee company to design its own roadmap by taking into consideration all the variables that are needed for a successful launch.
- The mentee company will be able to develop its own roadmap and for each chapter to use a specific tool to further elaborate the content.

4

Third workshop within the Mentoring Driver Go-to-Market

### **Go2Market strategy roadmap review**

- It is meant for a one-to-one discussion and review of the work done so far by the mentee company regarding the Go-to-Mcarket strategy
- The mentee company will present the work done so far and will be supported to better clarify some aspects of the Go-to-Market strategy



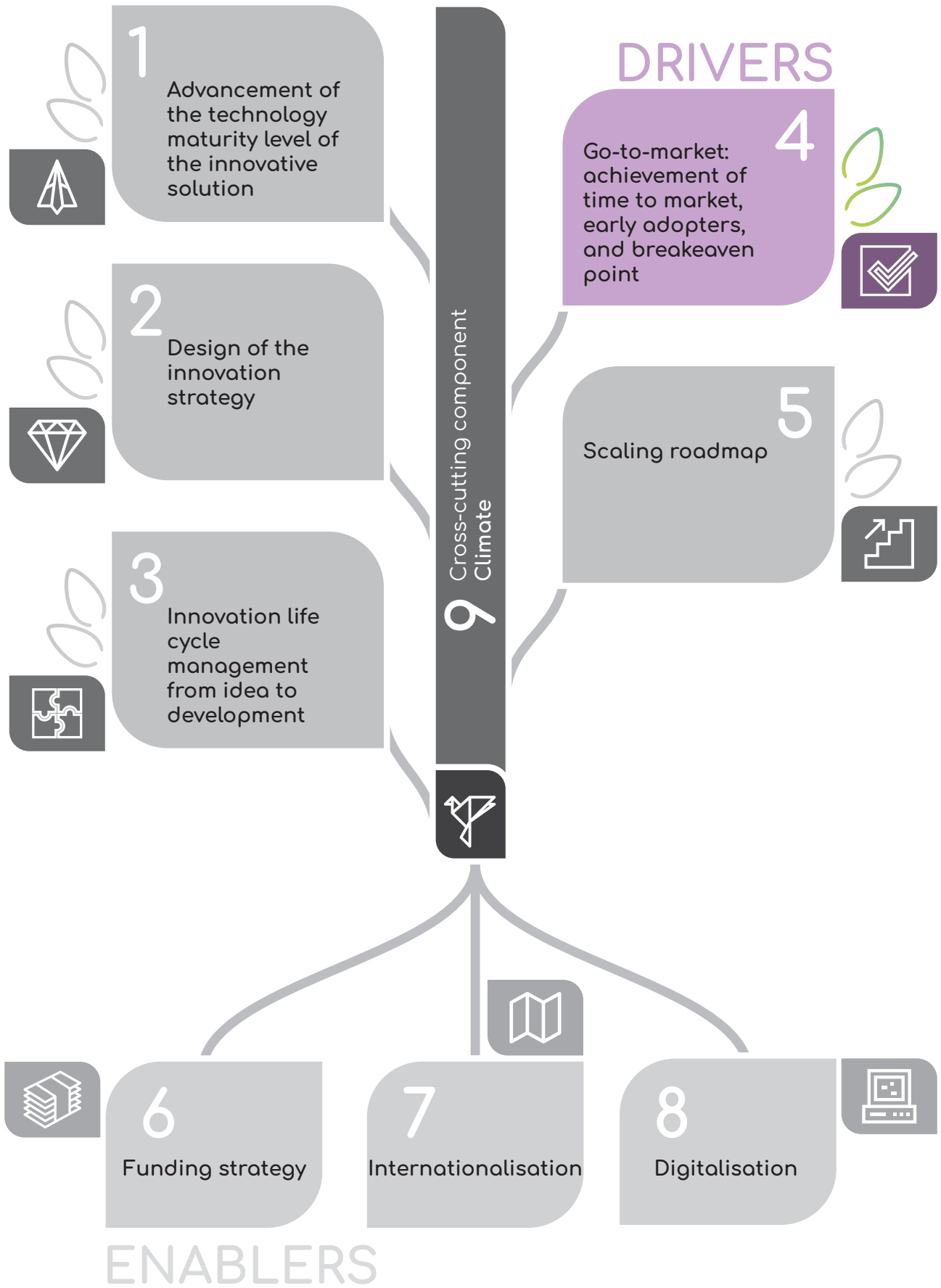


### **Specific methods, tools / templates, and resources involved in the Mentoring Driver Go-to-Market**

The methods and tools provided are already well-known under the umbrella of design thinking methods, but the sequence and the order are designed to support the elaboration of the Go-to-Market strategy.

The usage of tools during the one2one meetings will help the mentees to develop the specific content supporting their own Go-to-Market strategy.





## Final remarks

The Mentoring Driver Go-to-Market is envisaging a mindset shift towards reaching the market while being aware of the general aspects beyond the own product and process characteristics. The creative sessions using the design thinking tools are helping the mentee company to get out of their comfort zone and start thinking creatively about their potential customers.

