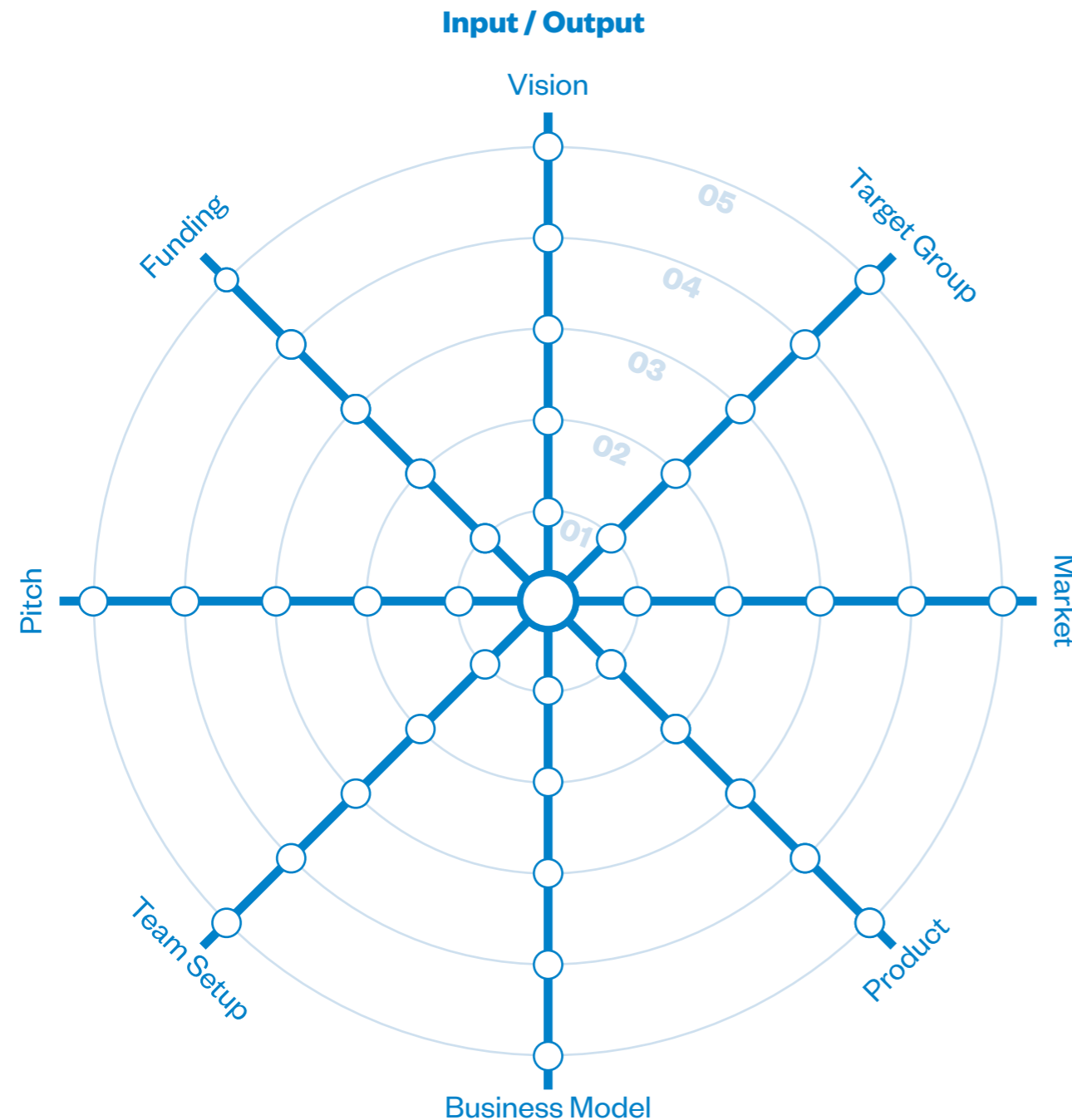


# BlueBox Focus Finder



## How do I use the BlueBox Compass?

Leave a mark on the axis for each dimension. A 5 on the scale means that the statements below are fully applicable to your idea. The less this is the case, the lower the value you should set. This is a subjective assessment and there is no right or wrong. The BlueBox Compass should help you to focus on what matters most - the lower the value, the higher the need to work on this dimension.

### Vision

It is clear in which direction you want to develop the product and why you want to push this project forward. You have a clear long-term dream scenario formulated. You as a team are aligned on your vision and motivation.

### Target Group

You know your customers, their needs and problems, likes and dislikes. You know how to reach the customers (social media ads, direct marketing, etc.). You are confident to have chosen the right customer segment.

### Market

You know the size of your potential market and the share that you can potentially serve. You're targeting a big enough market. You know who your competitors are and how you differentiate. You know who the early adopters are. You have a clear idea of how you will approach the market entry.

### Product

You know what your product will look like. You know what the unique selling proposition (USP) and added value of your product is. You know the key features and how to build and test them. The benefit for the users are clearly visible. You know if/ which partners are needed to build the product.

### Business Model

You have an understandable business model that is also considered to be functional in the long term. You are aware of the costs (fixed and variable). You have defined the relevant KPI's in order to be able to monitor success. You can prove that your customers are willing to pay the price.

### Team Setup

You are aware of the skills required to successfully develop and position your product. You have defined how development, operation and marketing can be ensured in the long term. You have a high performing team which covers the needed skills. Needed personal resources are secured. All team members feel safe and motivated to work.

### Pitch

You know to whom you pitch for the GoldBox. Your pitch contains all the relevant elements of the business model and is structured in a target-oriented way. All dimensions (desirability, viability, feasibility, strategic fit) are addressed and the story is structured in an understandable and interesting way.

### Funding

You are aware of how many financial resources are necessary for the POC and the budget is secured by someone. You know the costs of a potential market launch or rollout in the company and can prescribe them on a timeline. The GoldBox sponsor is identified and the budget to move on secured.

