



Market Opportunity Navigator

Comprehensive approach for identifying, choosing and exploring new growth markets

If your business acts within a stagnating or even to-be-disrupted market, it is time to leverage your company's abilities into new applications and new customers. A rapid ideation and assessment helps you to navigate through a vast array of growth options within days.

enable2grow is enabling you and your company to have a clear view on new business opportunities and to take decisions on it. A tool that we apply, the Market Opportunity Navigator, makes the process very comprehensive and interactive.

An initial and interactive 1,5 days workshop with a few people from various areas comprises 3 steps:

- Generating your market opportunity set
- Evaluating Market opportunity attractiveness
- Designing your agile Focus Strategy, including backup options

Within days or weeks after the workshop the major assumptions on potentials and challenges of the growth strategy are validated through research and implementation plans. Enable2grow supports in this follow-up phase on demand.

„You gain a whole set of market opportunities that fit to the competencies and assets of your company. An attractiveness map, based on potentials and challenges, enables you to prioritize these growth approaches. As a result we show which approaches you want to pursue first, which ones are kept open as backup options/options for further growth and which ones are dismissed.“



Dr. Bernd Brockmeier | Senior Advisor and Expert for Design Thinking & Innovation

Bernd has extensive experience in the field of business development – in multinational companies, SMEs and startups. He has served as Sales and Marketing Director, Managing Director, Interim Manager, and Operating Partner for investors as well as advisor and coach. He is certified for Design Thinking (HPI Institute Potsdam; INSEAD, Fontainebleau) and recently for the Market Opportunity Navigator (by Marc Gruber & Sharon Tal: www.wheretoplay.co). He lives in the Zurich Area. → [in](#)

Ready for the next step? Contact us for an informal exchange at **+49 89 44 99 07 20** or book us [here](#).