



# Navigating New Business Opportunities

Identify, choose and pursue new growth markets

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

One tool that enable2grow utilizes is the Market Opportunity Navigator, making the process comprehensive and interactive. In a 1.5 day workshop, enable2grow leads your core team through a 3-step process:

- Generating your market opportunity set
- Evaluating market opportunity attractiveness
- Designing your agile focus strategy, including backup options

Post-workshop – within days or weeks – the major assumptions on the potential and challenges of the growth strategy are validated through research and implementation plans, which we are happy to support in follow-up stages.

**“This process delivers a whole set of market opportunities that fit 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, the agile focus dartboard shows which approach 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](http://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](#).