ACCELERATE

A platform for the acceleration of go-to market in the ICT-industry

Title: 1.3 Initial methodology for acceleration (Version 1.0)	
Version : 1.0 **Date** : 31/03/2016 **Pages** : 11	
Author: Marko Komssi, Tiina Apilo, Kaisa Still, Omar Mohout **Organisation:** F-Secure, VTT, Sirris	

The Accelerate consortium consists of: AAC Global, Aptual, Beia, Bittium Wireless, Cognistreamer, F-Secure, Inno-W, Lappeenranta University of Technology, PlanetMedia, Sirris, Siveco, Sivsa, Commscope Connectivity, Tobagos, University of Mondragon, Vifib, VTT and Zenjoy	**Printed on:** 29/03/2016

Status: Confidentiality:

[   ] Draft   [x] Public   - Intended for public use

[   ] To be reviewed   [   ] Restricted   - Intended for Accelerate consortium only

[x] Final / Released   [   ] Confidential   - Intended for individual partner only

Deliverable ID: D1.3

Title:

1.3 Initial methodology for acceleration (Version 1.0)

Summary / Contents:

Slide 2:   Description of acceleration methodology

Slides 3-4: Overview of acceleration methodology: phases, main questions

Slide 5:   Concrete examples of results in each phases

Slides 6-9: Phases with checklists

Slide 10:   Main acceleration methods tested/used in Accelerate project consortium organisations

Slide 11:   Main acceleration key performance indicators (KPIs) tested/used in the Accelerate project consortium's organisations

ACCELERATE

Acceleration

Target	Faster to the right markets
To whom	Companies targeting new business creation with customers
What	Drafting, creating, testing, validating
How	Experimentation, business modelling, utilizing social media
Inspiration	Lean startup, business model creation, growth hacking, Word-of Mouth Marketing, design thinking
Reality	The need for financing and resources in acceleration activities

www.twitter.com/accelerateproj   #accelerate #innovation #startup
www.slideshare.net/accelerateproject

Four phases acceleration methodology

Idea Stage

Problem / Solution Fit

Product / Market Fit

Scaling

Acceleration methodology

Customer discovery
What is the problem/need?

Idea Stage

Enabler discovery
How to create
sustainable business?

Concept discovery
What is the solution
for a happy customer?

Scaling

Problem /
Solution Fit

Product /
Market Fit

Value proposition discovery
How to create customer demand?
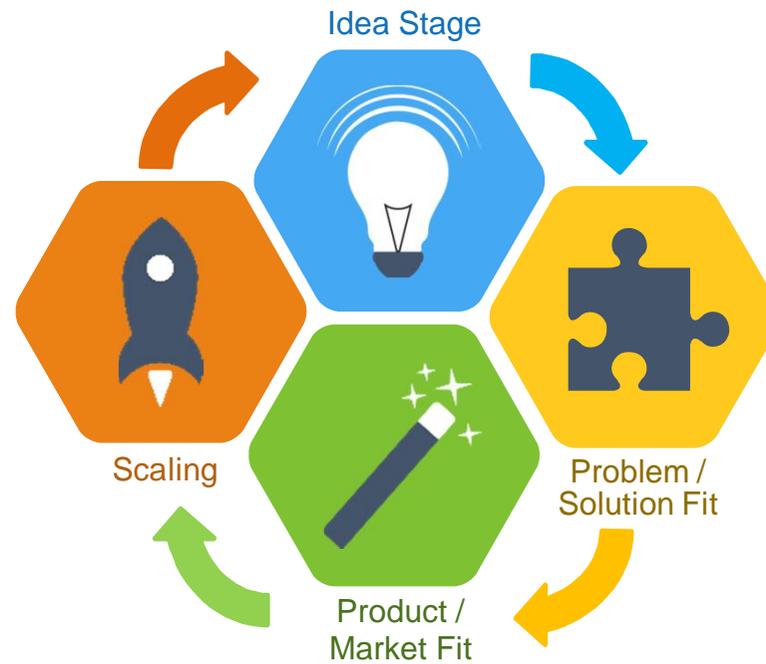
ACCELERATE

Acceleration methodology

Concrete examples:
- Scalable new business
- Collaboration to enable sustainable business
- Business to create new business ideas

Idea Stage
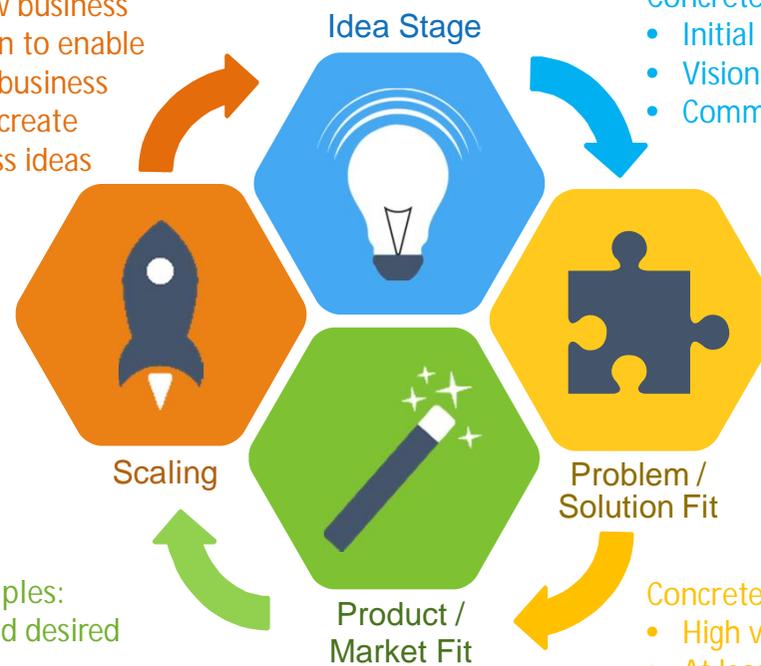
Concrete examples:
- Initial concept
- Vision of new business
- Committed people

Scaling

Product / Market Fit

Problem / Solution Fit

Concrete examples:
- Validated and desired solution
- Initial business model
- Resources to move forward

Concrete examples:
- High value concept
- At least one happy customer
- Resources to move forward

Idea stage: *Customer discovery*

What is the problem/need?

	Drafted	Created	Tested	Validated
Need/ Problem	✓	✓	✓	
Solution	✓			
Value proposition				
Sustainable business				

Problem – solution fit: *Concept discovery*
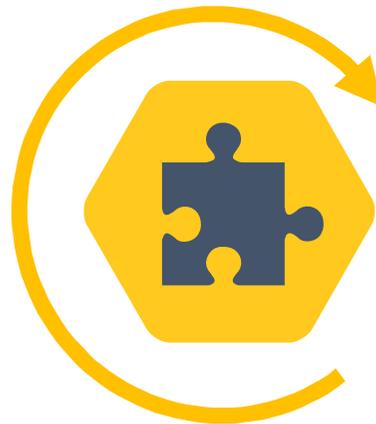
What is the solution for a happy customer?

	Drafted	Created	Tested	Validated
Need/ Problem	✓	✓	✓	✓
Solution	✓	✓	✓	
Value proposition	✓	✓		
Sustainable business	✓			

Product-market fit: *Value proposition discovery*

How to create customer demand?

	Drafted	Created	Tested	Validated
Need/ Problem	✔	✔	✔	✔
Solution	✔	✔	✔	✔
Value proposition	✔	✔	✔	✔
Sustainable business	✔	✔		

Scaling: *Enabler discovery*

How to create continuous business?

	Drafted	Created	Tested	Validated
Need/ Problem	✔	✔	✔	✔
Solution	✔	✔	✔	✔
Value proposition	✔	✔	✔	✔
Sustainable business	✔	✔	✔	✔

ACCELERATE

Examples of Methods

	Idea Stage	Problem / Solution Fit	Product / Market Fit	Scaling
BUSINESS	Crowdsourcing	Opportunity experiments Pre-order	Lean business model canvas Business model experiments	
CUSTOMER	Employee Crowdsourcing	Behavioral segmentation / persona / 360 view Value proposition safari	Digital Content Marketing Growth hacking WoMM	
LEARNING	Design thinking	Experimental social media accounts	Run-time intelligence and data analytics	
ORGANISATION	Internal incubatory	Internal startup Spinoff		

ACCELERATE — Examples of KPIs

	Idea Stage	Problem / Solution Fit	Product / Market Fit	Scaling
BUSINESS	Potential market share			
			Market share	
	Estimated costs			
		# of products in different acceleration phases with their investment levels		
			Revenue growth	
				ARPU
				EBIT (Profit)
			Cross sales rate	
CUSTOMER	Market size & Growth			
			Referal rate	
			NPS	
		Trend, partner, strategy, & ecosystem fits		
		Digital Marketing: # of unique visitors, Engagement (& bounce rates), Conversion		
		% of paying customers / Success rate of proposals / Order intake		
	Trend, partner, strategy and ecosystem fits			
				Customer turnaround time
		Renewals / Retention		
				# of urgent escalations
		# of downloads, average product review score, …		
LEARNING		Source of visitors		
	# of idea submissions			
	# of people participating in idea processing			
	% of personnel submitting ideas			
	% of potential new business ideas			