

Sweet Spot Analysis for Successful Innovations

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1. Idea:

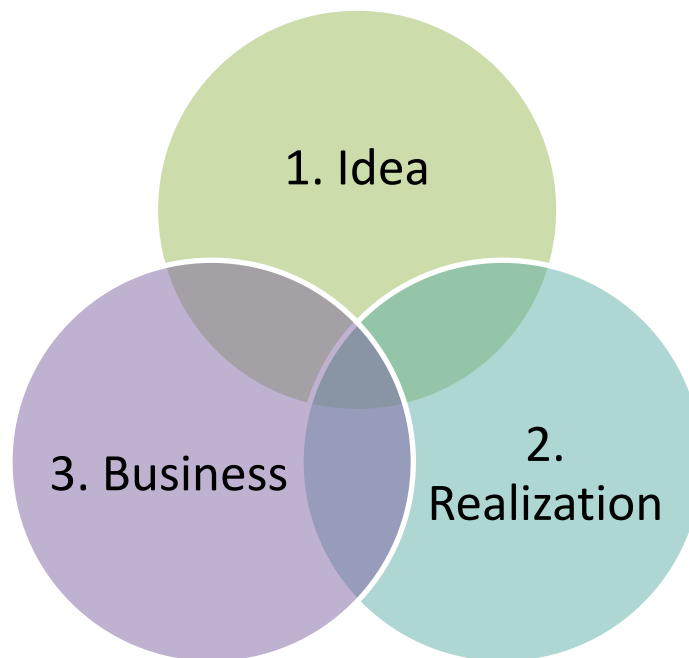
Which problem is solved? Which pain is stopped?

Who benefits from the problem solving?

How important/urgent is the problem solving for the later user/customer?

What exactly gains the later user?

Are people willing to pay for the solution? How much? How often?



2. Realization:

How can the idea be realized?

What can be done? What can't be done yet?

What is state of the art in technical terms?

What time and cost efforts are involved?

When can a prototype be ready?

3. Business:

How is the current market situation?

What is the USP of the product or service?

Which profits can be realized?

Can the idea easily be copied?

Which customers need to be addressed and how can it be done?

What would be a realistic long-term sales rate?