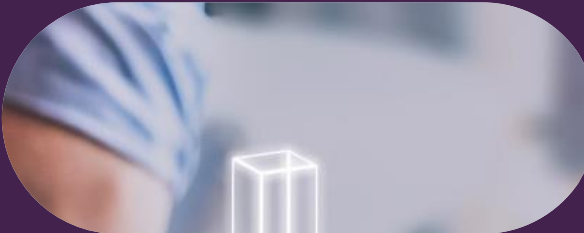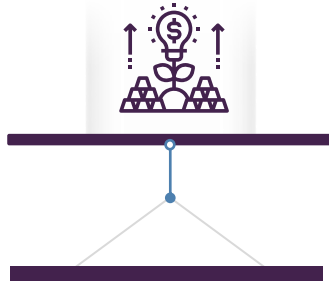# Agile Innovation

To rejuvenate and redefine your GTM strategy

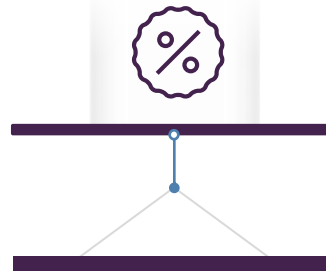2022

Making Agile Innovation a Strategic Priority

Why Agile Innovation?

- Adapt to constantly evolving market dynamics and customer needs
- Gain a 360-degree market view to stay abreast of emerging developments
- Identify and capitalize on disruptive technologies and trends
- Create a winning scenario-augmented strategy

What Evalueserve Offers?

- Structured innovation and business approach, backed by a robust framework
- Support for identification of short- and long-term innovation initiatives, as well creation of business-aligned implementation plans
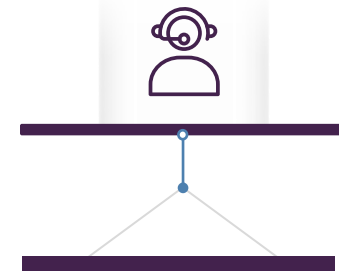
How Evalueserve can help?

- Set up a systematic and agile innovation program, backed by robust research and advisory capabilities
- Identify and assess market insights and emerging business opportunities
- Define disruptive trends and technologies and their value proposition

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Why Agile Innovation?

Companies are looking to re-invent their product and tech strategies to develop or acquire new capabilities

Agile innovation strategy aims at maximizing the value generated by <u>Existing</u> technologies, <u>Existing</u> domain capabilities and <u>Existing</u> GTM characteristics

Identify plausible business opportunities

Increasing dynamicity due to **constantly evolving market and changing customer demands** make it necessary for companies to explore whitespaces and translate them into plausible opportunities

Evaluate opportunities and risks

Companies need to assess their competitive position, as well as associated potential risks and growth avenues. In a nutshell, **assess the potential areas to place the bet**.
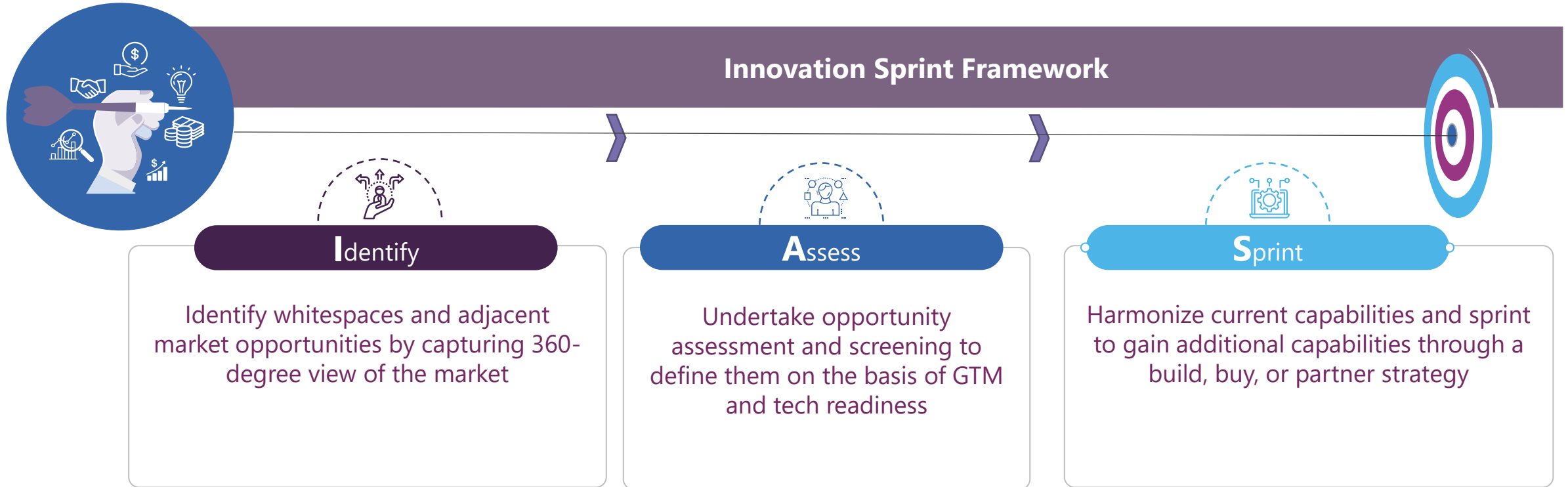
Create the winning blue-print

Companies **need to undertake proactive strategic planning** to achieve their growth objectives. A clear strategy blueprint helps to emerge as a winner

What Evalueserve Offers?

Evalueserve's **Innovation Sprint Framework** helps companies to formulate a clear vision and go-forward plan to leapfrog the competition and sustain the growth

Innovation Sprint Framework

Identify
Identify whitespaces and adjacent market opportunities by capturing 360-degree view of the market

Assess
Undertake opportunity assessment and screening to define them on the basis of GTM and tech readiness

Sprint
Harmonize current capabilities and sprint to gain additional capabilities through a build, buy, or partner strategy

We help maximize impact by integrating insights, innovation, and automation

INSIGHTS · INNOVATION · IMPACT

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Scan Market and Competition to Identify Whitespaces and Adjacent Opportunities
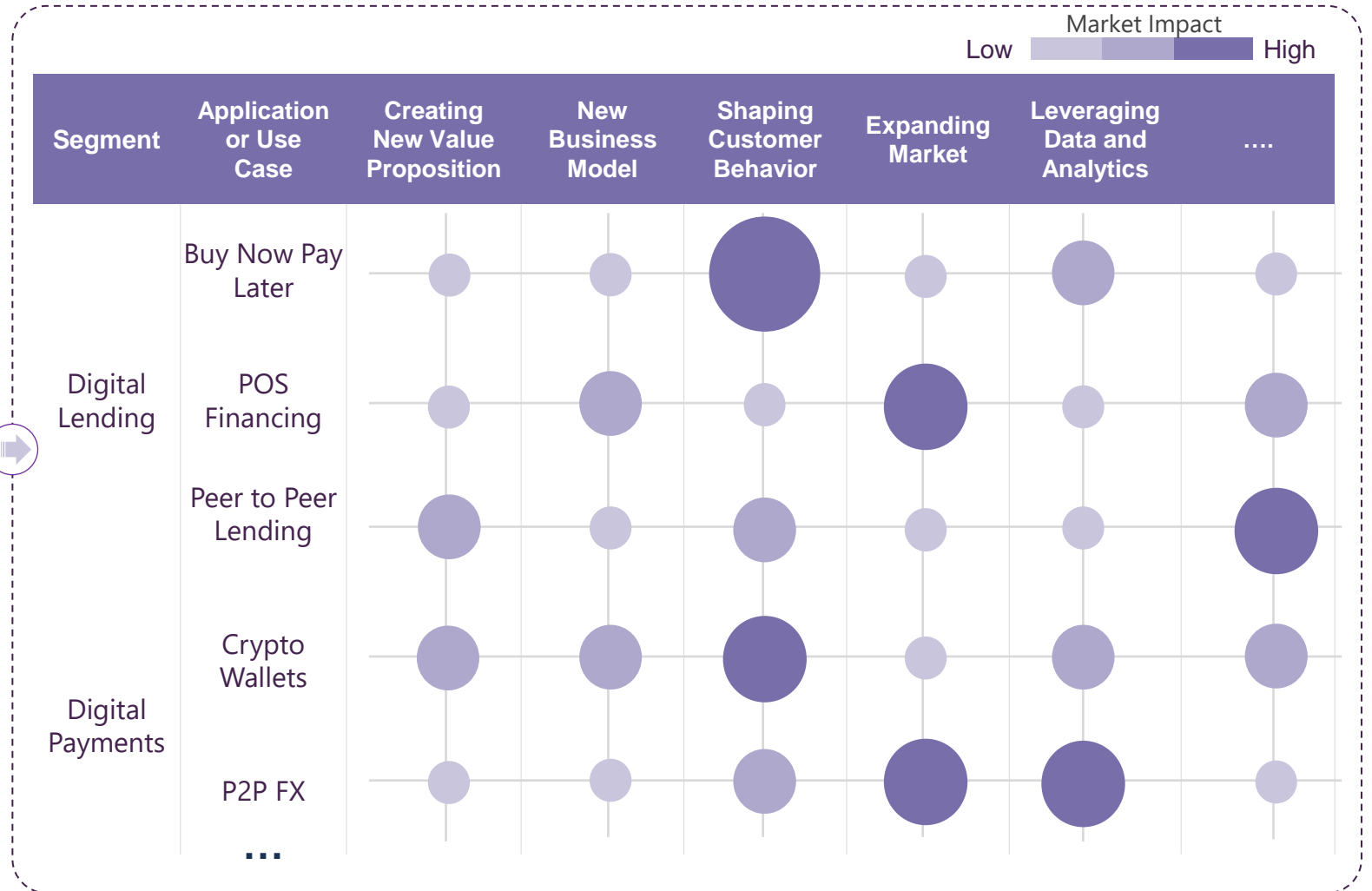
Whitespace Identification

Identify whitespaces by

- Analyzing unmet customer requirements
- Undertaking quantitative and qualitative assessment of disruptive technologies and business trends
- Strategically assessing competitors' and emerging startups' products and services

Strategic Assessment

- Assess the impact of emerging skills and tech across strategic business segments
- Assess internal capabilities and go-to-market readiness
- Help companies identify new and emerging business opportunities

Market Impact
Low ▨▨▨ High

Segment	Application or Use Case	Creating New Value Proposition	New Business Model	Shaping Customer Behavior	Expanding Market	Leveraging Data and Analytics	....
Digital Lending	Buy Now Pay Later	○	○	●	○	○	○
	POS Financing	○	○	○	●		○
	Peer to Peer Lending	○	○	○	○	○	●
Digital Payments	Crypto Wallets	○	○	●	○	○	○
	P2P FX	○	○	○	●	●	○
...							

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Assess and Bucket Business Whitespaces to Identify Impactful and Low-hanging Opportunities

Evalueserve's highly structured assessment model helps organizations to evaluate and prioritize their business objectives to commit resources for efficient execution

Value Addition to Business — High / Low

Good Bets	High Strategic Value
POS Financing ○	Crypto Wallets ○

Money Pit	Quick Wins
P2P FX ○	Buy Now Pay Later ○
	○ Peer to Peer Lending

Ease of Implementation — Hard / Easy
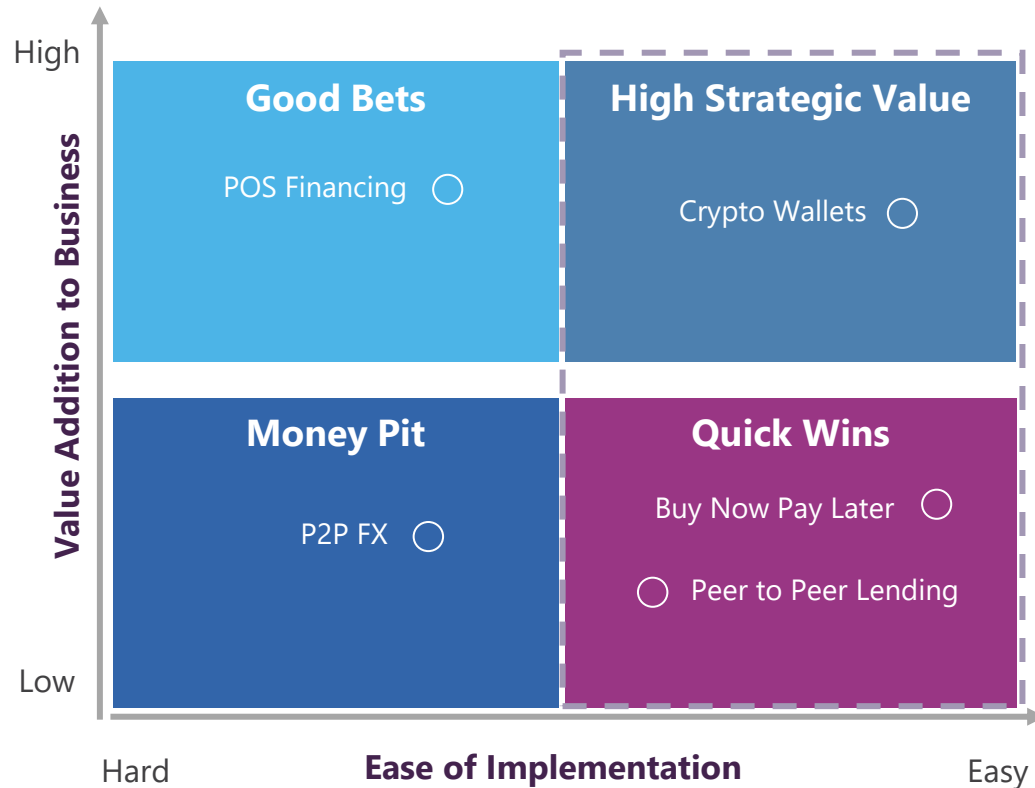
Money Pit
Requires sizeable resources to address critical capability gaps but still offers low yield

Good Bets
Delivers high value impact but has longer execution timelines

Quick Wins
Low-hanging fruits and should be prioritized

High Strategic Value
Delivers high value and are worth pursuing

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Augment organizational growth with a build, buy, or partner strategy

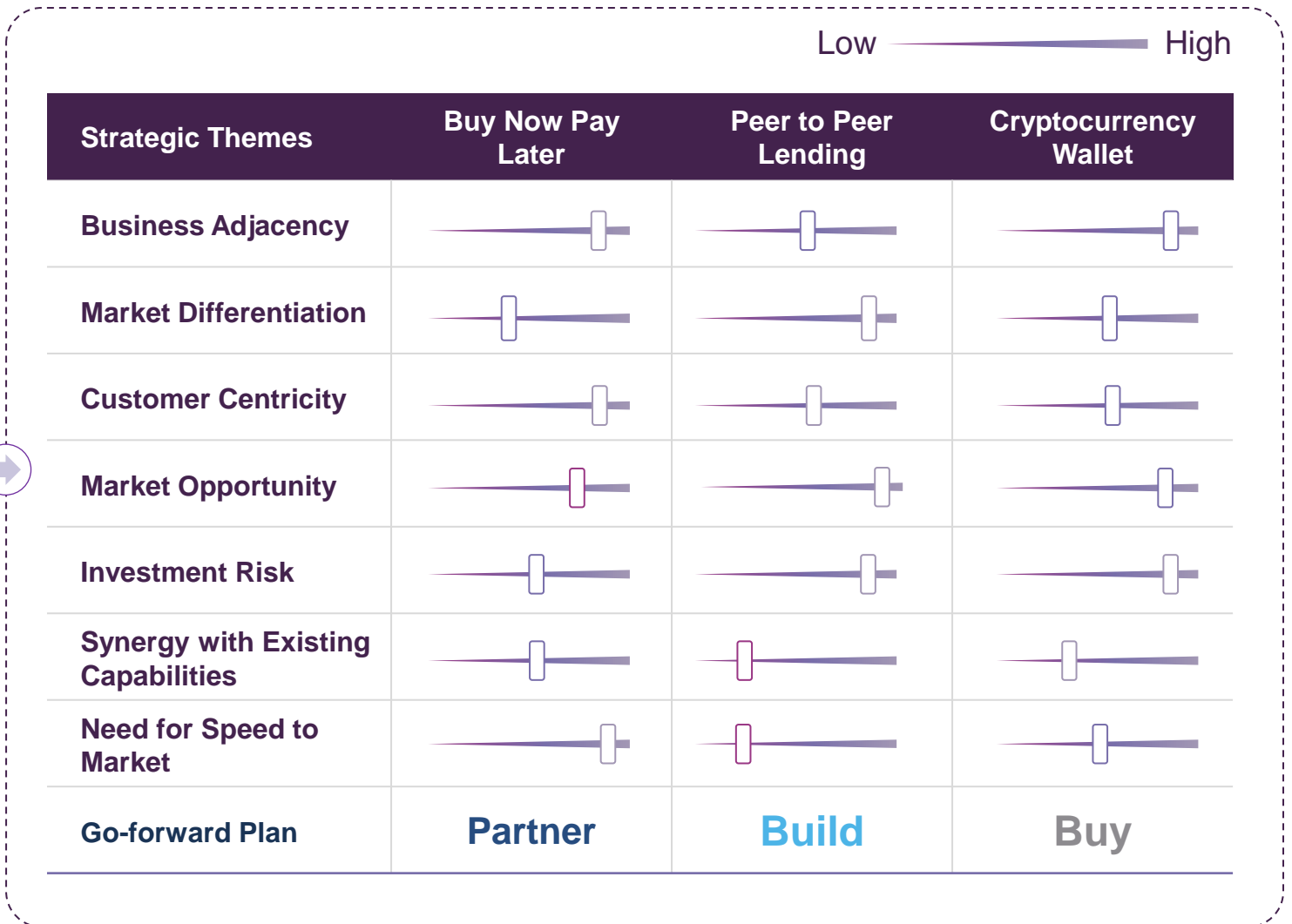Formulate a clear vision and define growth charters

Set a strategic direction to acquire new capabilities required to keep pace and seize opportunities

Make build, buy, or partner decisions by examining strategic drivers and expand into new / adjacent markets

Develop and implement a short, medium, and long-term plan

Low ————— High

Strategic Themes	Buy Now Pay Later	Peer to Peer Lending	Cryptocurrency Wallet
Business Adjacency			
Market Differentiation			
Customer Centricity			
Market Opportunity			
Investment Risk			
Synergy with Existing Capabilities			
Need for Speed to Market			
Go-forward Plan	**Partner**	**Build**	**Buy**

How Evalueserve Can Help?

Evalueserve has the expertise needed to bring actionable insights for right decision-making

Global Coverage

- 4,600+ global employee base
- Multi-lingual support (including Asian and European languages)

Robust Capabilities

- Subject matter experts and seasoned consultants
- Extensive experience in market intelligence and advisory solutions

Extensive Experience

- 20+ years of experience in supporting leading global tech and non-tech firms
- Domain expertise to support fintech, software, and cloud businesses

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