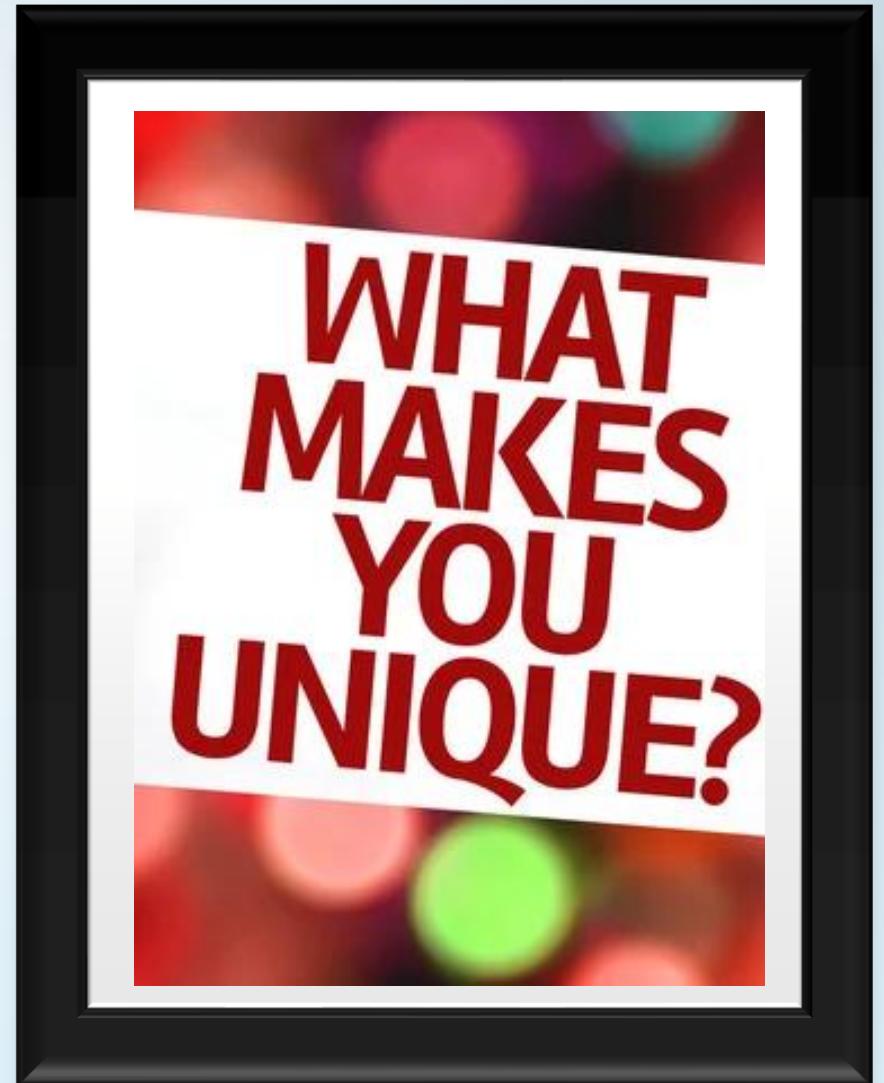


STRATEGY-MAKING GUIDE

BY STRATEGEOS

WHAT'S YOUR TRUE ADVANTAGE?

Every startup needs to be precisely aware of its true advantage. Competitive advantage comes from one's special capabilities or by being in a certain privileged position. That then becomes the source of all value creation for your startup.



ARE YOU IN THE RIGHT MARKETS?

To beat the market, first you need to choose the markets wisely. Segmenting any large market based on your core capabilities and customer knowledge is crucial. Defining and thoroughly understanding such market segments helps to considerably improve your startup strategy.



ARE YOU AHEAD OF THE TRENDS?

We see new trends emerging in every industry. Technological breakthroughs, innovative business models and changes in customer demands can lead to rapid industry transitions. Startups that are ahead of such trends are in a better position to exploit the shifting profit pools and succeed.



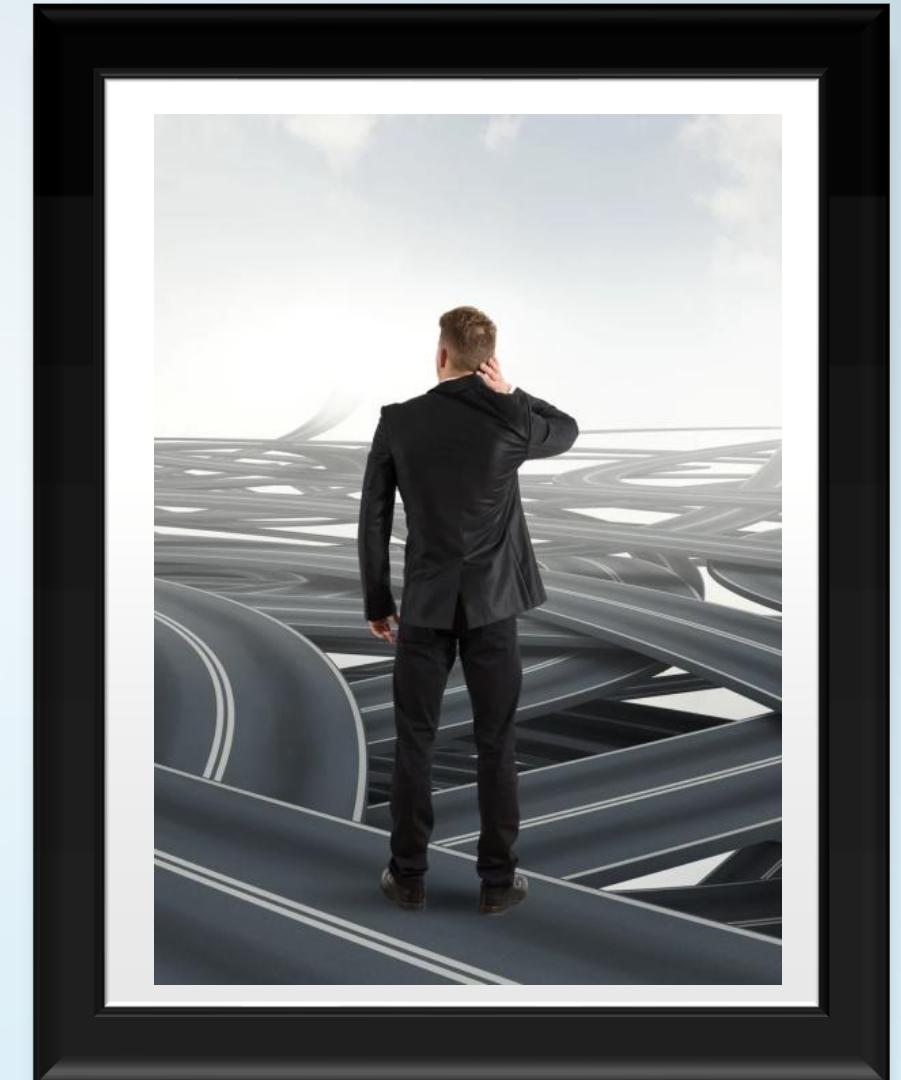
GOT VITAL CUSTOMER INSIGHTS?

Most major strategic initiatives come from a simple yet deep customer insight. It could be about solving a perplexing customer problem in a hitherto unheard way. Startups that are obsessed with customers naturally develop winning strategies and get ahead of the competition.



DO YOU EMBRACE UNCERTAINTY?

In today's business world we witness uncertainty everywhere. The biggest challenge facing your strategy is that you have to make the choices today, but the results occur in a future environment that you cannot fully control. Startups that embrace uncertainty categorize it based on its severity and always have a contingency plan.



CAN YOU MAKE IT ACTIONABLE?

It is worth reiterating that there can be no gap between strategy formulation and strategy implementation. Your startup needs to clearly define the changes needed in terms of business model, capabilities, systems and processes before implementing any new strategy. That is the way to make your startup strategy actionable and worthwhile.



THANK YOU

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