

OPPORTUNITY ASSESSMENT FRAMEWORK[©]



Gemserv

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AS MARKETS CONTINUE TO BE DISRUPTED THROUGH EMERGING TECHNOLOGIES, THE USE OF A REPEATABLE AND CONSISTENT ASSESSMENT FRAMEWORK CAN HELP BUSINESSES IDENTIFY AND SCORE OPPORTUNITIES, ACCELERATING GROWTH AND ALLOWING THE CREATION OF SUSTAINABLE VALUE-ADDED SERVICES.

The Gemserv Opportunity Assessment (OA) Framework helps guide business's tactical and strategic decision making by providing an objective and consistent approach to assessing potential opportunities. This enables a road map to be developed, helping inform both near-term commercial revenue-generating activities, and long-term strategic planning.

Through collaborative workshops, Gemserv help our clients identify a wide range of business opportunities, which are then assessed and evaluated by our expert Team based on criteria such as customer, market, and competition. The framework provides a consistent approach for short-listing opportunities, identifying the best aligned to further develop and take to market.

Gemserv deliver these services to SMEs, Enterprises and Start-ups and through preferred supplier relationships with Innovator support partners.

KEY BENEFITS

- Identify, prioritise and focus on near-to-medium term commercial revenue-generating activities
- Inform long-term strategic decisions
- Define and consolidate services value propositions
- Develop a proposal to investors and expand critical areas of thinking

DELIVERABLES

A number of different collaterals will be produced throughout this work. At a high level, some of the deliverables include:

- Political, Economic, Social, Technological, Legal, Environmental (PESTLE) Analysis of identified opportunity areas
- Opportunity evaluation framework and scoresheet for future reference and expansion
- Concise summary report of key findings and observations, to help prioritise near-to-medium term opportunities

CONTACT US

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