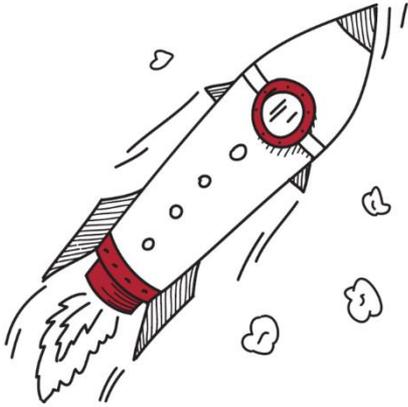


Aluflexpack Innovation **challenge #3**



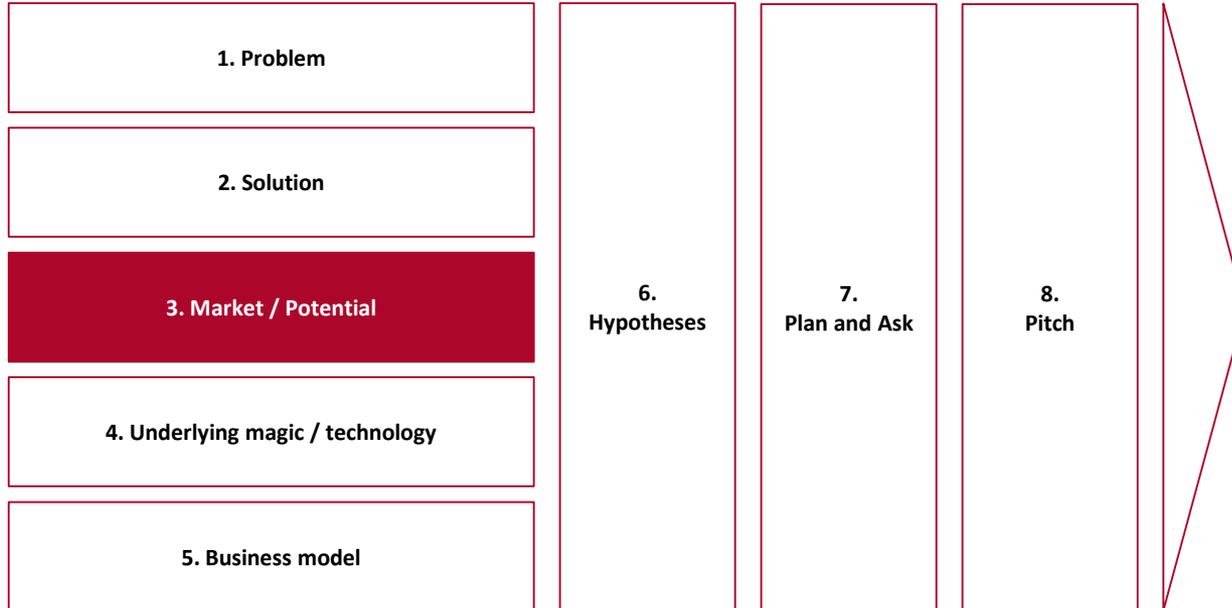
Market / Potential

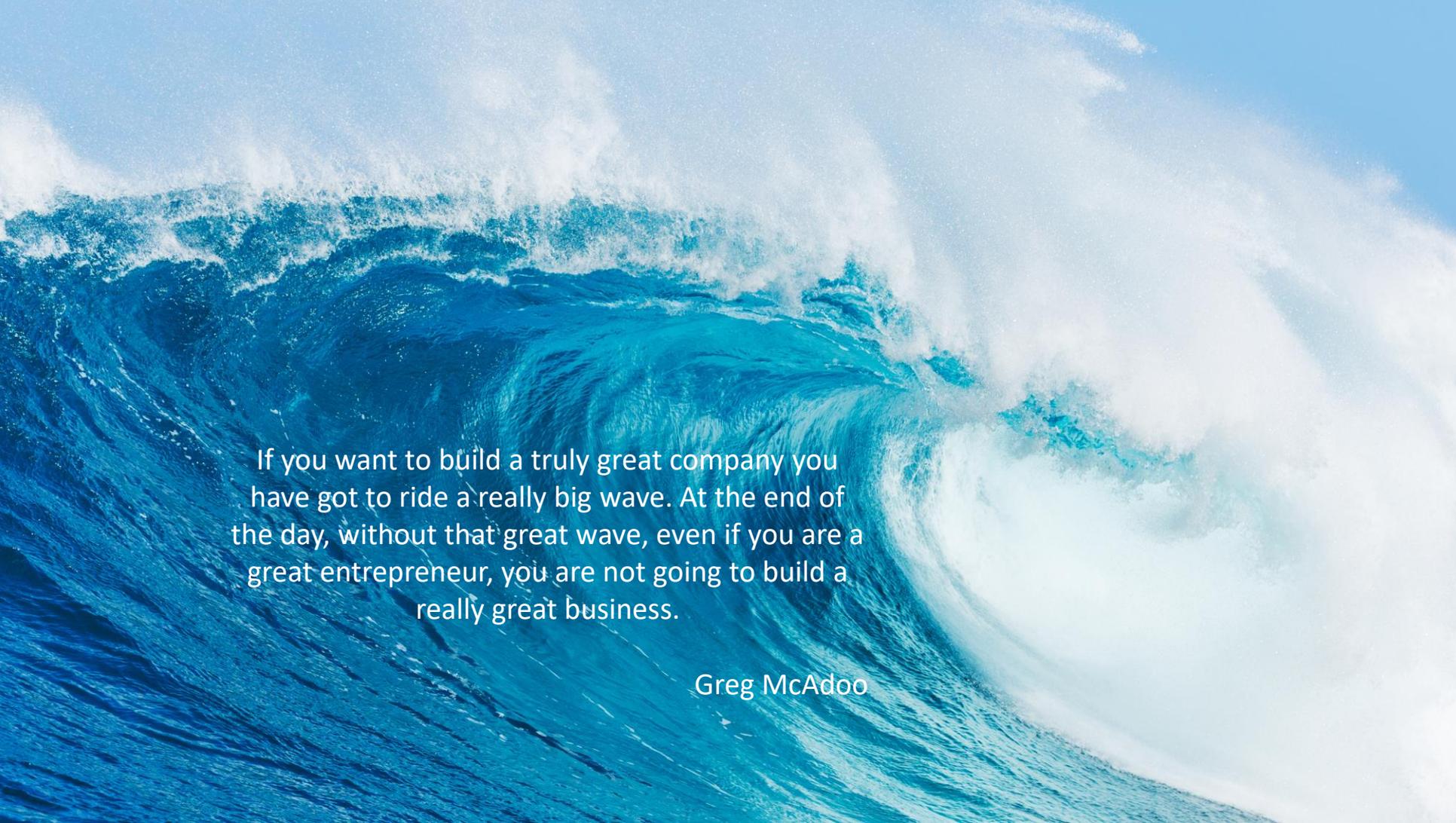
10 September 2024

“We become the most integrated success maker for a lasting packaging experience!”

Potential

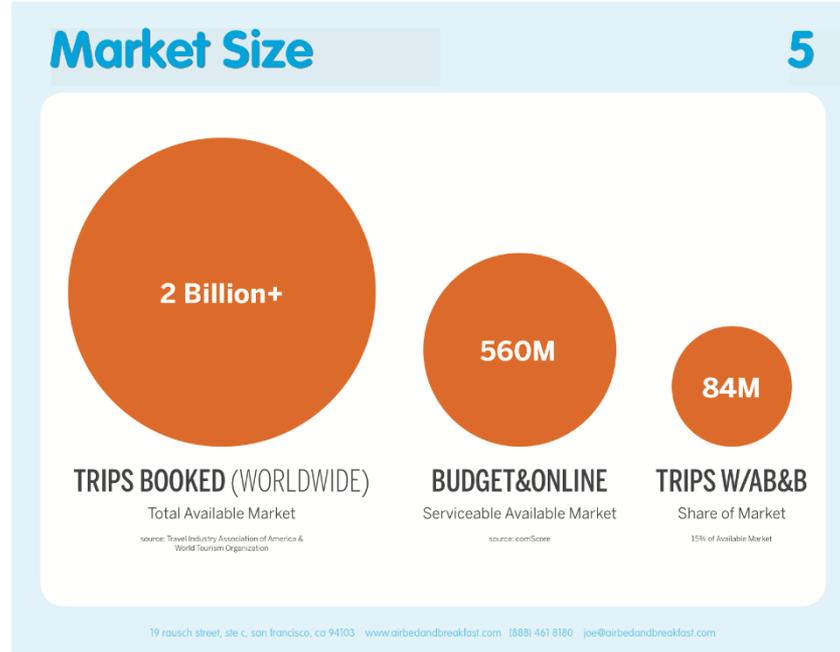
Idea Maturation framework



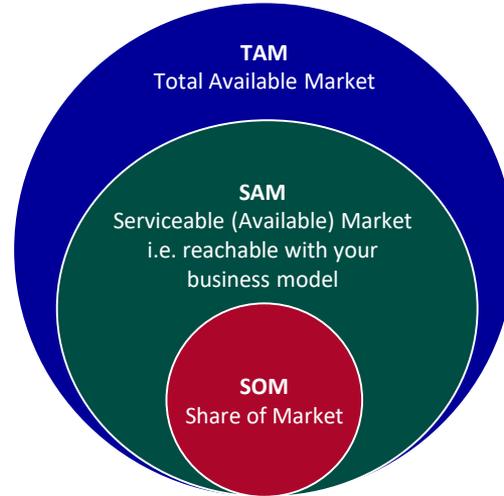
A large, powerful blue wave crashing, symbolizing risk and challenge. The wave is curling over, creating a tunnel-like structure. The water is a deep, vibrant blue, and the crest is white with foam. The sky is a clear, bright blue.

If you want to build a truly great company you have got to ride a really big wave. At the end of the day, without that great wave, even if you are a great entrepreneur, you are not going to build a really great business.

Greg McAdoo

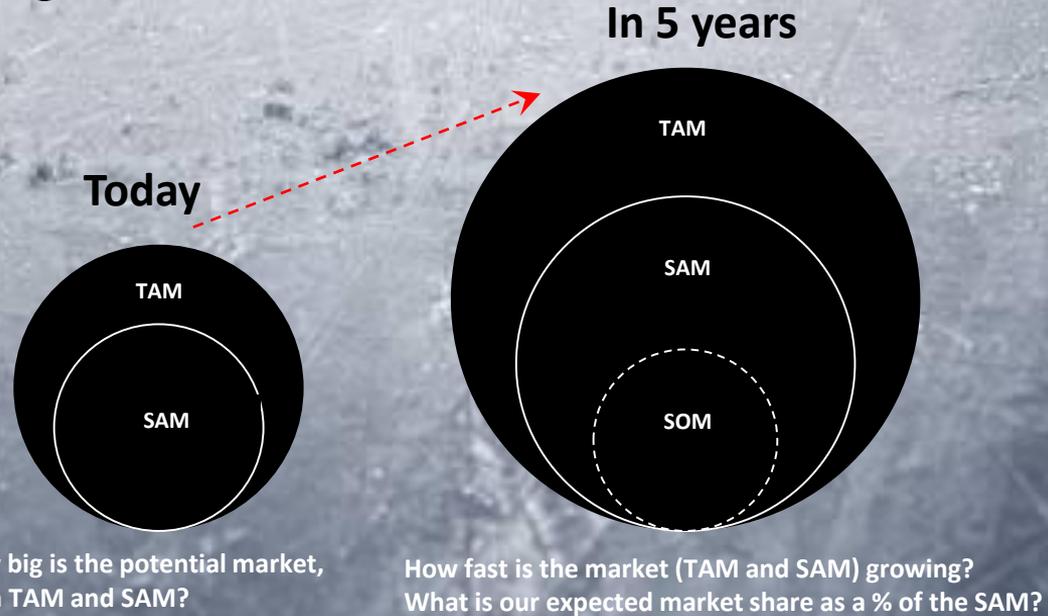


TAM-SAM-SOM



- How many people / companies would want / need such a product or service?
- How large is the market in units / value if they all bought it?
- How many people / companies could buy the product given your business model, availability and pricing?
- How large is the market in units / value?
- How many customers are we going to sell to in year 1, 2, 3, ..., 5, ..., 10?
- In units / value?

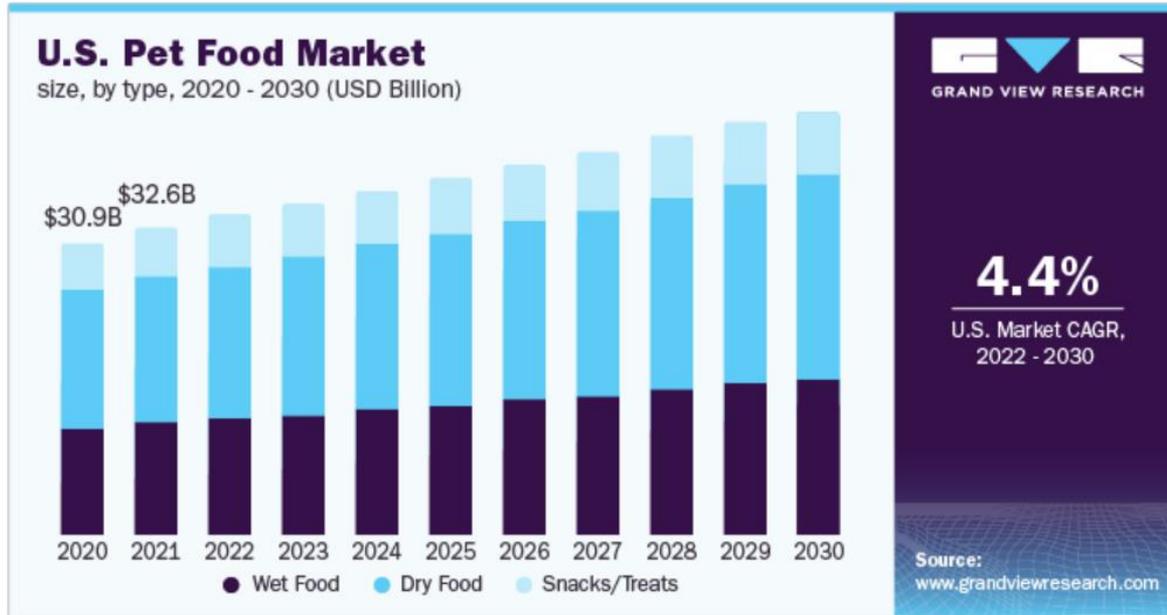
Skate to where
the puck is going ...



How big is the UK market for light bulbs?

Population	Number of households	About 25 million	€625m
Penetration	Lightbulbs per household	You could guess 5 rooms x 5 light sources	
Purchase frequency	Frequency with which light bulbs are changed	Maybe once every 2 years	
Price	Average price of light bulbs	Say €2	

How big is the US market for PET food?



To learn more about this report, [request a free sample copy](#).

How do I find out?

If you're lucky:

- Find an industry or market study that fits your business model
- But watch out for market research that is not granular enough
- And don't take market research predictions at face value

If you're not:

- Develop your 4P estimate
- Be clear about what are facts, assumptions and extrapolations
- Run multiple scenarios
- Run top down and bottom up
- Run two time frames (now and in 5 years)
- Think tactically in terms of how you define you TAM, SAM and SOM

Instructions

Discuss in the group:

- How would you define your TAM and SAM?
- What makes your TAM and SAM interesting?
- How can you get data on your TAM and SAM?
- What should your SOM be?

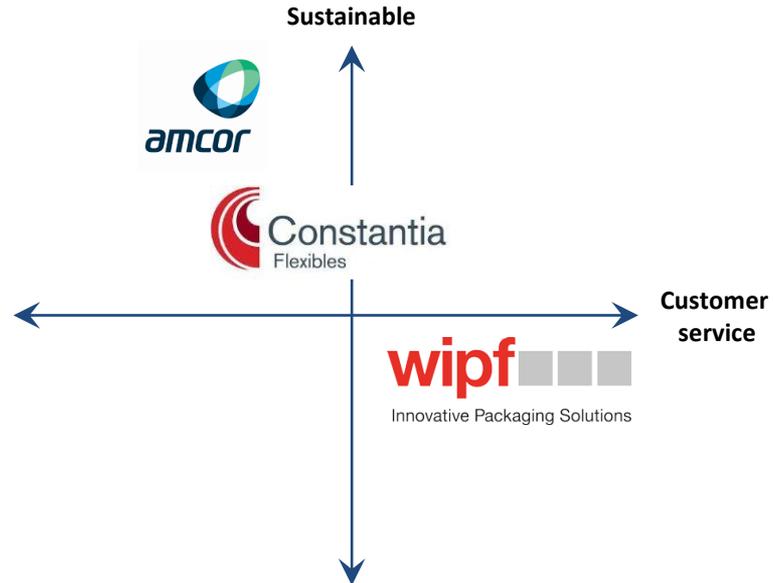


Positioning

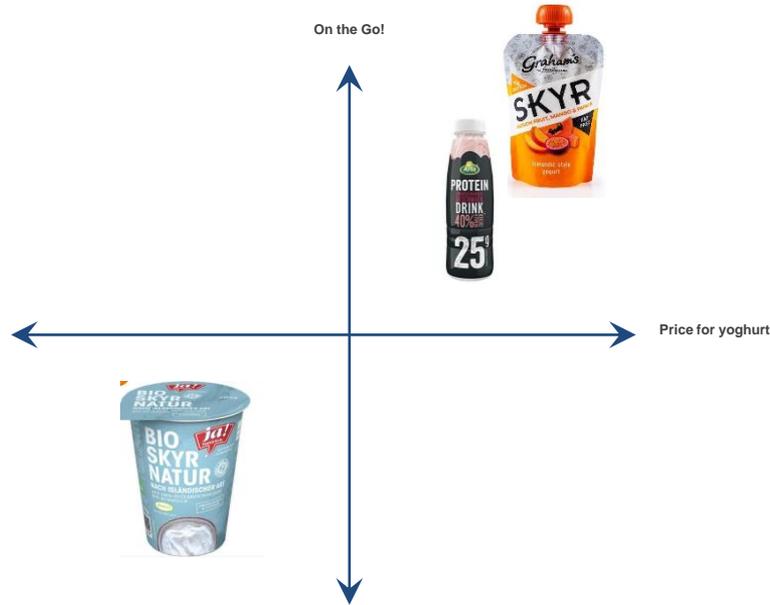
Definition

Positioning is “the place a product or service occupies in customers’ minds relative to competing products”

Example



Example - Packaging



Outline your competition and main selling points

- Who are your main competitors?
- What are your selling points, compared to competitors?

The competition?



Similar products and
business models



Similar products,
different business
models



Substitute products,
same customer
time/money



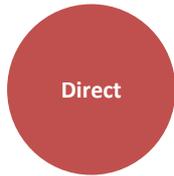
What's coming?



Status quo

The competition?

Southwest®



Similar products and business models



Similar products, different business models

NETJETS®



Substitute products, same customer time/money



What's coming?

UBER
AIRBUS
hyperloop | one



Status quo





San Francisco – Los Angeles
6 hours

San Francisco – Los Angeles
90 minutes

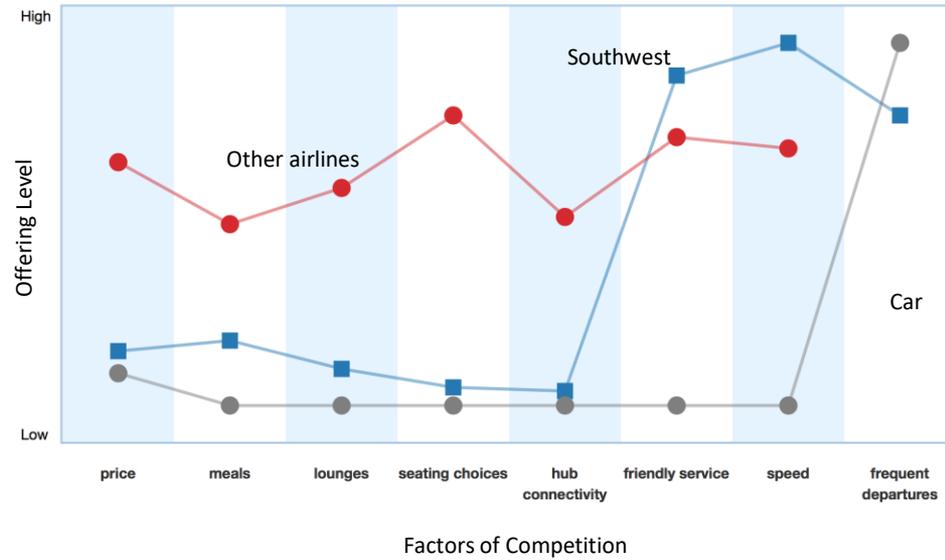


San Francisco – Los Angeles
30 minutes

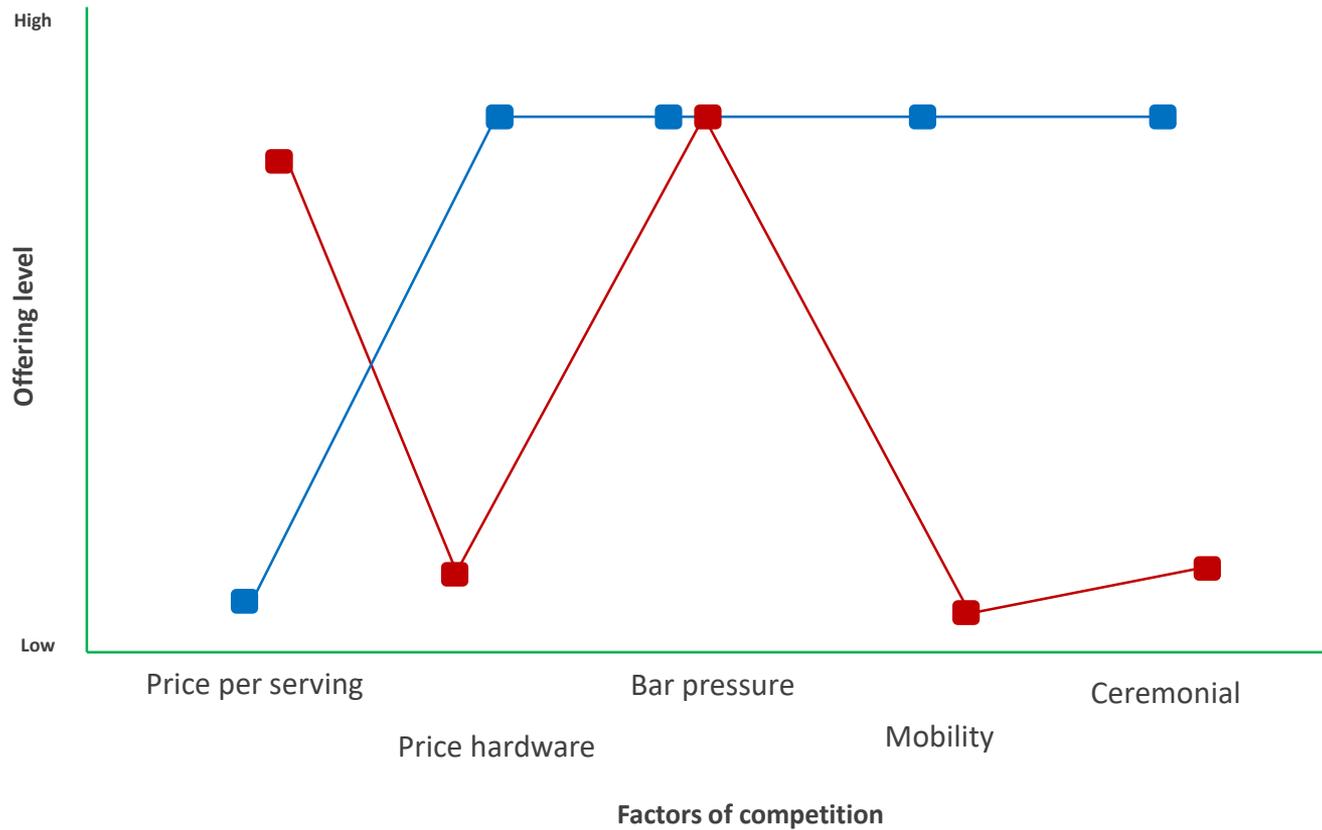


HYPERLOOP

The positioning canvas



The positioning canvas



The positioning canvas

Provides a simple way of visualizing:

- How competing **solutions contend** for customers
- How your **customers choose** the solution

Allows you to:

- **Differentiate yourself** by choosing a different combination of factors
- **Focus your effort** on the combination of factors that you believe matter most

Instructions

Discuss in the group:

- Who are the competitors in your “solution space”? What are their key competition factors?
- What are possible substitutes and entrants? What are their key competition factors?
- What could be the key reasons for non-consumption?

Map your position using the positioning canvas:

- List 2-4 competing solutions
- Name 3-5 key competition factors
- Map your own and competing solutions based on factors
- Determine your competitive position/key differentiating factors

