

SCALING WORKSHOP CUE CARDS



1

1) DESIRABILITY

- 1.Does this solution actually solve a real problem for the user?**
Do we clearly understand the user’s problem and how our solution addresses it?
- 2.Do users actually want to use this solution?**
Have we conducted enough customer research, feedback, or testing to know if our solution is appealing to the target audience?
- 3.Does the solution fit into the user's daily life or routine?**
Is the product easy to use, and does it provide a better experience for the user?
- 4.Is the solution adaptable to changing user needs and trends?**
How will we ensure that the solution remains relevant as user preferences and behaviors evolve over time?



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2

FEASABILITY

- 1. Do we have the resources and technology to build this solution?**
Do we have the right technology, infrastructure, and knowledge to develop the solution?
- 2. Can we build the solution within a realistic time and cost frame?**
Are the time and costs for development achievable with the current resources?
- 3. Is our team capable of supporting and further developing this solution?**
Does our team have the skills and capacity to build, launch, and maintain the product?
- 4. Are there potential risks or technical challenges that could hinder implementation?**
Have we identified and planned for any potential technological obstacles or resource constraints that could disrupt the development process?



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VIABILITY

- 1.Does this solution solve a real problem for the user?**
Do we clearly understand the user’s problem and how our solution addresses it?
- 2.Do users actually want to use this solution?**
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- 3.Does the solution fit into the user's daily life or routine?**
Is the product easy to use, and does it provide a better experience for the user?
- 4.Is the solution adaptable to changing user needs and trends?**
How will we ensure that the solution remains relevant as user preferences and behaviors evolve over time?



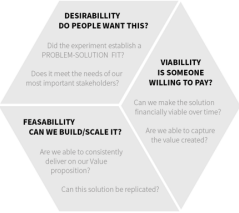
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ADDITIONAL QUESTIONS/TOPICS READINESS

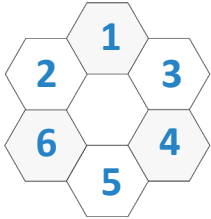
#	What questions might we add to our cue cards?
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SCALING : 6 TOPICS



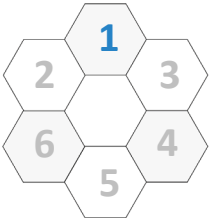
- ASSETS/ Crown Jewels**
What is it you are actually scaling?
- SHOW STOPPERS THREATS**
What might stop you from scaling?
- NEW MARKETS**
Are there underserved users/markets around?
- REACH**
Do you know how to reach these markets?
- NEW PRODUCTS/ DIVERSIFICATIONTEAM**
What new applications /products might grow?
- TEAM**
Is our current team suited for scaling the solution?

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1) ASSETS / CROWN JEWELS

- What is the core of our solution that might have scaling potential?
- What makes our solution unique?
- What are our most valuable assets (intellectual property, technology, brand, talent), and how are we leveraging them?
- How do we protect and maintain these assets against internal and external threats?
- Are there opportunities to monetize or further exploit our core assets?

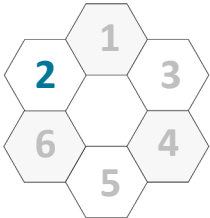


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2) SHOW STOPPERS / THREATS

- What is currently impeding us from scaling the solution?
- What threats might stop us in our tracks as we go?
- Which competitors pose the most significant threat, and how are they impacting our market position?
- Are there any internal inefficiencies or vulnerabilities that could lead to critical failures?
- How robust is our crisis management and contingency planning?

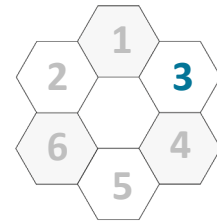


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3) NEW MARKETS

- Are there more of our current users that we can serve?
- Can we tap into new markets/user groups?
- What is the scaling potential in these new markets?
- What are three other markets/user groups we could reach with our solution?
- What are the regulatory, cultural, or logistical challenges of entering these new markets?



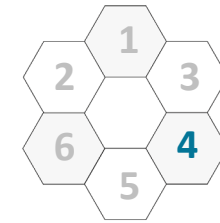
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4) REACH

- Can we reach the new markets from a network perspective?
- Do we have the channels/platforms to scale the solution?
- Are we effectively reaching our target audience, and how can we expand our reach?
- How can we leverage partnerships, influencers, or other networks to increase our reach?
- What barriers exist that limit our ability to extend our reach, and how can we overcome them?



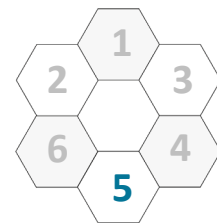
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5) NEW PRODUCTS / DIVERSIFICATION

- What line extensions can you think of that can be developed from the current solution?
- What new applications/products might grow from the current solution?
- How could data or digitalization help in improving our solution?
- What gaps exist in our current product/service offerings, and how can we address them?
- How do we ensure that our diversification efforts align with our core competencies and brand values?



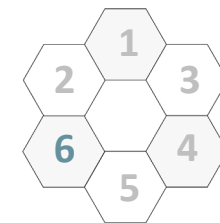
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6) TEAM

- Is our current team suited to scaling the solution?
- Is the solution dependent on our team? Who or what is needed to keep our solution going without active involvement from our team?
- Do we have the right talent and skill sets needed to achieve our growth goals?
- How do we foster a culture of innovation, collaboration, and accountability within the team?
- Do we need scaling partners, and if so, how do we identify and engage them?



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