

A close-up photograph of a person's hands sketching user interface wireframes on a piece of paper. The person is wearing a grey sweater and holding a black pencil. The wireframes include a grid of six square buttons, each with a small icon, and a circular button below it. The text 'HYLE' is overlaid in a blue, sparkling font, and 'Innovation management' is written in a blue sans-serif font below it. The background shows other papers and a green pencil.

HYLE

Innovation management



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Market testing & metrics



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- Ph.D. in Management
- 4 International universities
- Startup Advisor
- 23 paesi visitati
- EIT- European Innovation & Technology Institute
- Startup Weekend, Founder Institute, Lean Startup Machine Mentor



My global journey



Italia & USA, 2012-16



USA, 2015-2016



Italia, 2017-2018



All around the world, 2017



Italia, 2018

HYLE

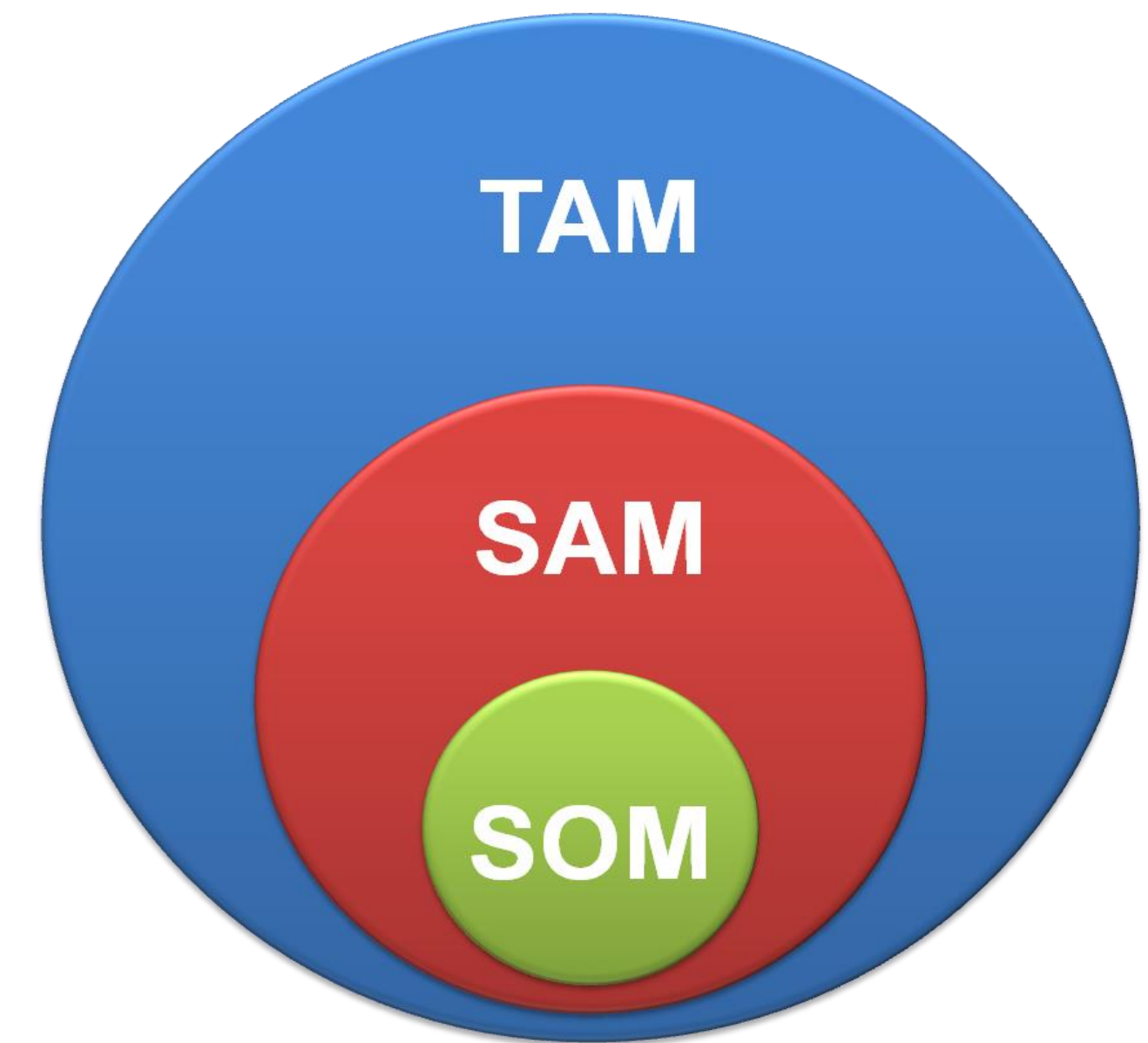


1. START WITH THE ANALYSIS

- **Competitors:** define your competition
- **PEST analysis:** quantitative analysis of the market, territory, contest with research data
- **SWOT analysis:** strengths, weakness, opportunities, threats
 - **Value proposition**

2. TARGET MARKET

- **Target:** what is my market, how big, user personas
 - **TAM:** total addressable market
 - **SAM:** serviceable available market
 - **SOM:** serviceable obtainable market



3. TAM – TOP DOWN METHOD

- **Total Adressable Market:** The total available market, which is sometimes also called the Total Addressable Market, can be seen as the market that would serve in a world without constraints and competitors. This means that in established markets it would be total sales in that market if the company were a global monopoly



4. SAM & SOM – BOTTOM DOWN METHOD

- **The bottom-up approach** gives us a more realistic hypothesis of the market. Here we take into consideration the constraints, the competitors and the demand. Here we identify customer segments and what we want to achieve.

5. SAM– Serviceable Available Market

- **SAM is the part of the market we will be addressing, namely the part of TAM on we are planning to focus on. When it addresses a market, it must be segmented first. Furthermore, they must be taken into consideration of actual capacity calculations..**



6. SOM– Serviceable Obtainable Market

- SOM is the part of the SAM market that we can acquire



7. COMPETITORS – WHY ARE IMPORTANT

- Being aware of what your competitors are doing and their strategy in general will allow you to get a huge **competitive advantage**
 - The competition analysis can **help you to:**
 1. Develop an effective marketing strategy
 2. Identify new marketing opportunities
 3. Help you plan future investments.



7. COMPETITORS – WHY ARE IMPORTANT

Selection of the **most relevant information** concerning competitors

1. **Brand awareness:** find the % of your target audience that talks about your competitors
2. **Pricing :** what is the cost of their products/services
3. **Financial information:** shares price, annual reports, etc.
4. **Products:** point of pain & strengths of their products/services
5. **Customer experience:** what are their customer care standards



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*Our failures are known,
Our successes are not*



#KEEPHYLING

**“Nothing is created, nothing is lost,
everything changes”**



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Ready to answer you!