### 1.3 Initial methodology for acceleration (Version 1.0)

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<th>Title: 1.3 Initial methodology for acceleration (Version 1.0)</th>
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<tr>
<td><strong>Version</strong>: 1.0</td>
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<td><strong>Date</strong>: 31/03/2016</td>
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**Author:**
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**Organisation:**
F-Secure, VTT, Sirris

**Status:**
- [ ] Draft
- [ ] To be reviewed
- [x] Final / Released

**Confidentiality:**
- [ ] Public - Intended for public use
- [x] Restricted - Intended for Accelerate consortium only
- [ ] Confidential - Intended for individual partner only

**Printed on:** 29/03/2016

**Deliverable ID:** D1.3

**Summary / Contents:**
- Slide 2: Description of acceleration methodology
- Slides 3-4: Overview of acceleration methodology: phases, main questions
- Slide 5: Concrete examples of results in each phases
- Slides 6-9: Phases with checklists
- Slide 10: Main acceleration methods tested/used in Accelerate project consortium organisations
- Slide 11: Main acceleration key performance indicators (KPIs) tested/used in the Accelerate project consortium's organisations

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Acceleration

**Target**  Faster to the right markets

**To whom**  Companies targeting new business creation with customers

**What**  Drafting, creating, testing, validating

**How**  Experimentation, business modelling, utilizing social media

**Inspiration**  Lean startup, business model creation, growth hacking, Word-of-Mouth Marketing, design thinking

**Reality**  The need for financing and resources in acceleration activities

www.twitter.com/accelerateproj  #accelerate #innovation #startup
www.slideshare.net/accelerateproject
Four phases acceleration methodology
Acceleration methodology

Idea Stage

Customer discovery
What is the problem/need?

Enabler discovery
How to create sustainable business?

Concept discovery
What is the solution for a happy customer?

Scaling

Problem / Solution Fit

Value proposition discovery
How to create customer demand?

Product / Market Fit
Acceleration methodology

Idea Stage

Concrete examples:
- Initial concept
- Vision of new business
- Committed people

Problem / Solution Fit

Concrete examples:
- High value concept
- At least one happy customer
- Resources to move forward

Product / Market Fit

Concrete examples:
- Validated and desired solution
- Initial business model
- Resources to move forward

Scaling

Concrete examples:
- Scalable new business
- Collaboration to enable sustainable business
- Business to create new business ideas
Idea stage: **Customer discovery**

What is the problem/need?

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Problem – solution fit: *Concept discovery*

What is the solution for a happy customer?

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Product-market fit: Value proposition discovery

How to create customer demand?

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Scaling: Enabler discovery

How to create continuous business?

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## Examples of Methods

### Idea Stage
- Opportunity experiments
- Pre-order
- Crowdsourcing

### Problem / Solution Fit
- Lean business model canvas
- Business model experiments
- Digital Content Marketing
- Growth hacking
- WoMM
- Behavioral segmentation / persona / 360 view
- Employee Crowdsourcing

### Product / Market Fit
- Run-time intelligence and data analytics
- Experimental social media accounts
- Design thinking

### Scaling
- Experimental social media accounts
- Internal incubatory
- Internal startup
- Spinoff

### Business
- Internal incubatory
- Value proposition safari

### Customer
- Behavioral segmentation / persona / 360 view
- Employee Crowdsourcing

### Organization
- Experimental social media accounts
- Design thinking
- Internal startup
- Spinoff

### Learning
- Run-time intelligence and data analytics
- Experimental social media accounts
- Design thinking

### Business
- Internal incubatory
- Value proposition safari

### Customer
- Behavioral segmentation / persona / 360 view
- Employee Crowdsourcing

### Organization
- Experimental social media accounts
- Design thinking
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## Examples of KPIs

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<th>Product / Market Fit</th>
<th>Scaling</th>
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<tr>
<td>Potential market share</td>
<td>Market share</td>
<td>Estimated costs</td>
<td>Market size &amp; Growth</td>
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<tr>
<td># of products in different acceleration phases with their investment levels</td>
<td>Revenue growth</td>
<td>Revenue growth</td>
<td>Referral rate</td>
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<td>% of potential new business ideas</td>
<td>ARPU</td>
<td>Cross sales rate</td>
<td>NPS</td>
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### BUSINESS

- Trend, partner, strategy, & ecosystem fits
- Digital Marketing: # of unique visitors, Engagement (& bounce rates), Conversion
- % of paying customers / Success rate of proposals / Order intake
- Trend, partner, strategy and ecosystem fits
- Customer turnaround time
- Renewals / Retention
- # of downloads, average product review score, ...

### CUSTOMER

### LEARNING

<table>
<thead>
<tr>
<th>Source of visitors</th>
<th># of idea submissions</th>
<th># of people participating in idea processing</th>
<th>% of personnel submitting ideas</th>
<th>% of potential new business ideas</th>
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