



The Discovery Park Reactor

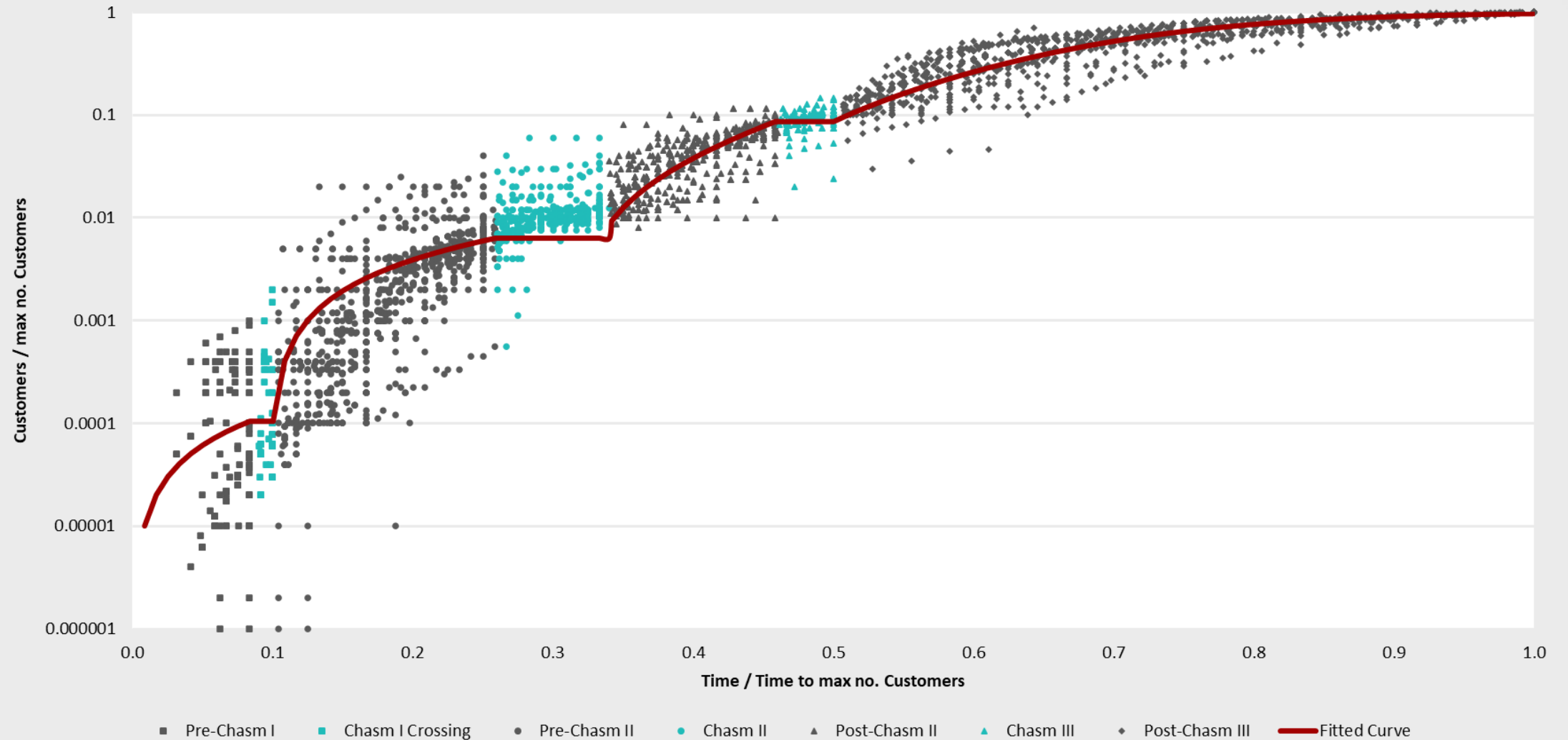
Powered by the Triple Chasm Model

www.triplechasm.com

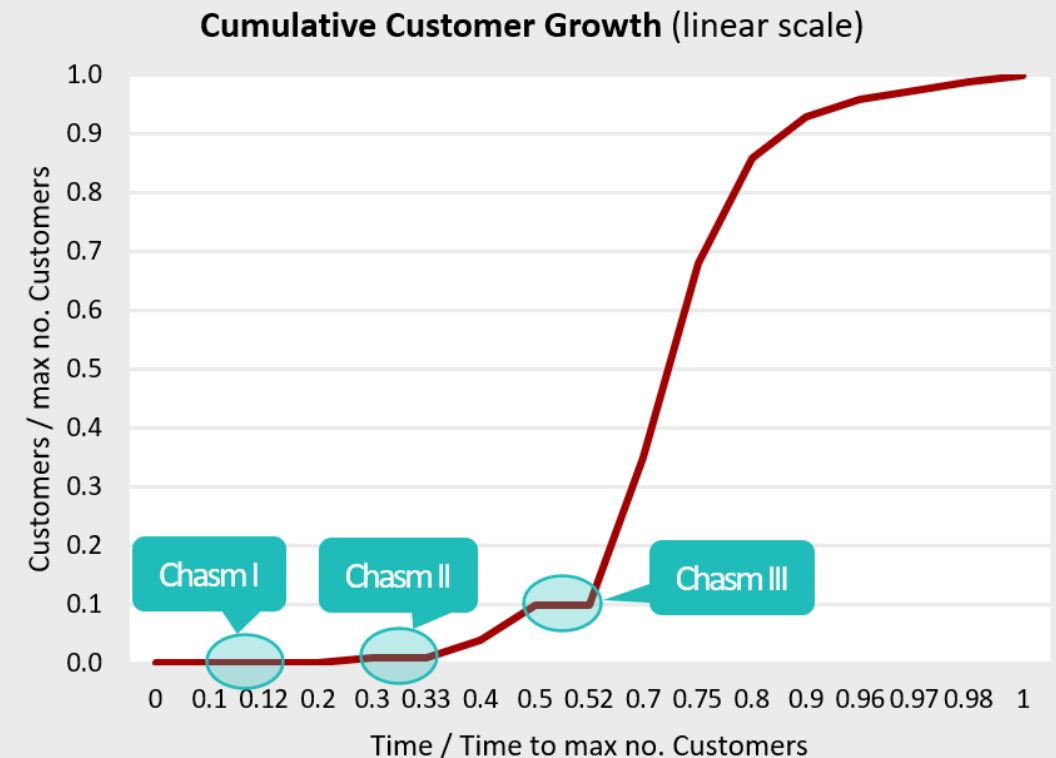
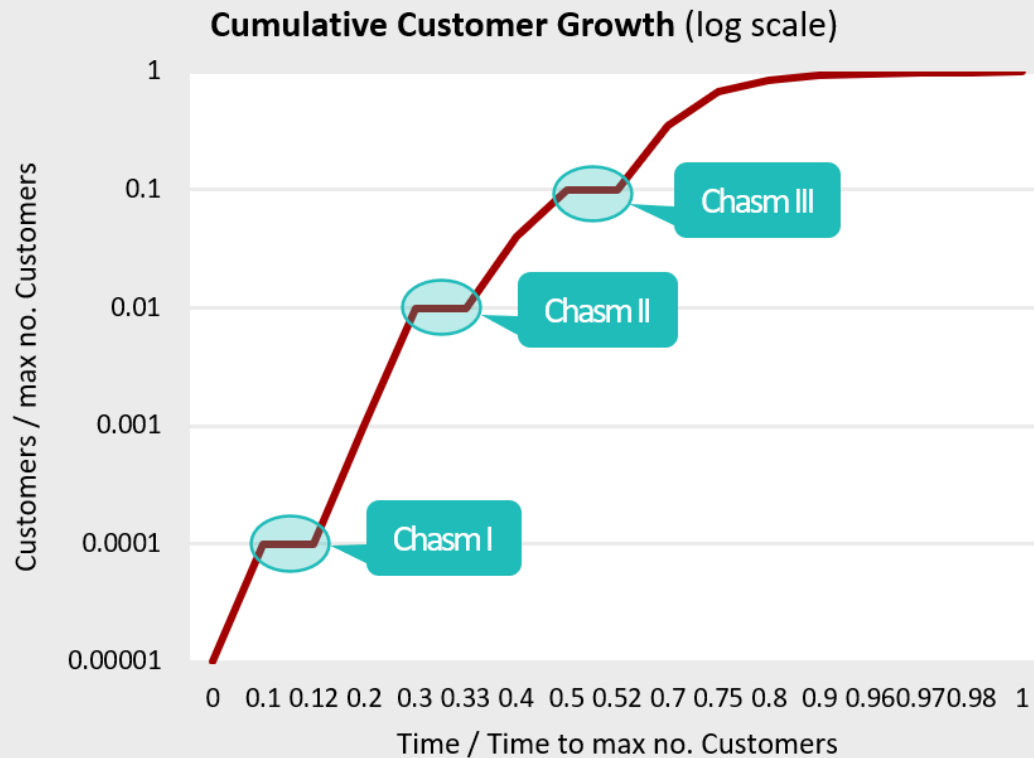
What is the Triple Chasm Model?



Global Commercialisation Data



Cumulative Customer Growth across the Chasms

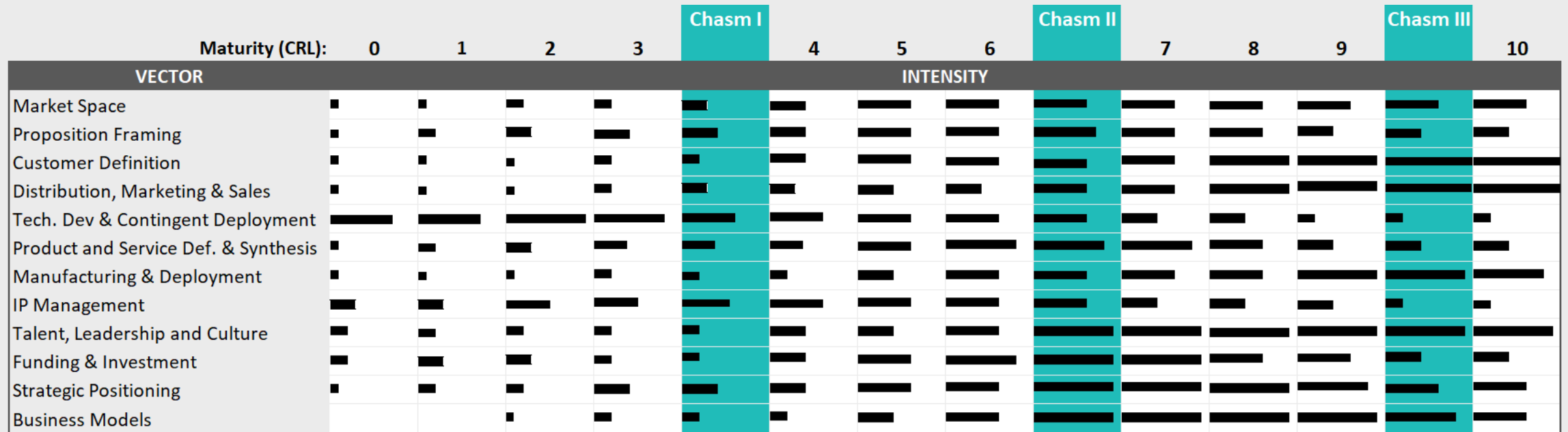


Growth ‘Levers’: The Meso-economic Vectors

External Vectors	Composite Vectors	Internal Vectors
<p>E1. Market Spaces <i>Qualitative</i> articulation based on players & relations: Spaces vs Segments vs Industries Market space-centric value chains</p>		<p>I1. Technology Development & Contingent Deployment <i>Quantitative</i> approach based on Relevance & Execution Scores</p>
<p>E2. Proposition Framing, Competition & Regulation <i>Qualitative</i> Mapping Proposition, Competitors, Regulation, Partners & Suppliers versus market space centric value chain</p>	<p>C1. Strategic Positioning <i>Qualitative</i> Approach based on Strategic Mapping Tool <i>Quantitative</i> approach based on Relevance & Execution Scores</p>	<p>I2. IP Management <i>Quantitative</i> approach based on Relevance & Execution Scores</p>
<p>E3. Customer Definition <i>Qualitative</i> Focus on Market Typology and Customer Behaviours <i>Quantitative</i> Estimates of customer numbers, customer-user ratios</p>	<p>C2. Business Model <i>Qualitative</i> Approach based on defining business model architecture and components <i>Quantitative</i> approach based on building detailed spreadsheet model covering revenues, costs, funding and cash flow</p>	<p>I3. Product & Service Synthesis <i>Quantitative</i> approach based on Relevance & Execution Scores</p>
<p>E4. Distribution Marketing & Sales <i>Qualitative</i> focus on channel selection <i>Quantitative</i> assessment of key go-to-market criteria and relative impact of the m7Ps</p>		<p>I4. Manufacturing & Deployment <i>Quantitative</i> approach based on Relevance & Execution Scores</p>
		<p>I5. Human Capital <i>Quantitative</i> approach based on Relevance & Execution Scores</p>
		<p>I6. Financial Capital <i>Qualitative</i> Approach to Options <i>Quantitative</i> approach to valuation and amounts raised</p>



The Journey: What Matters When



Scale 0-100



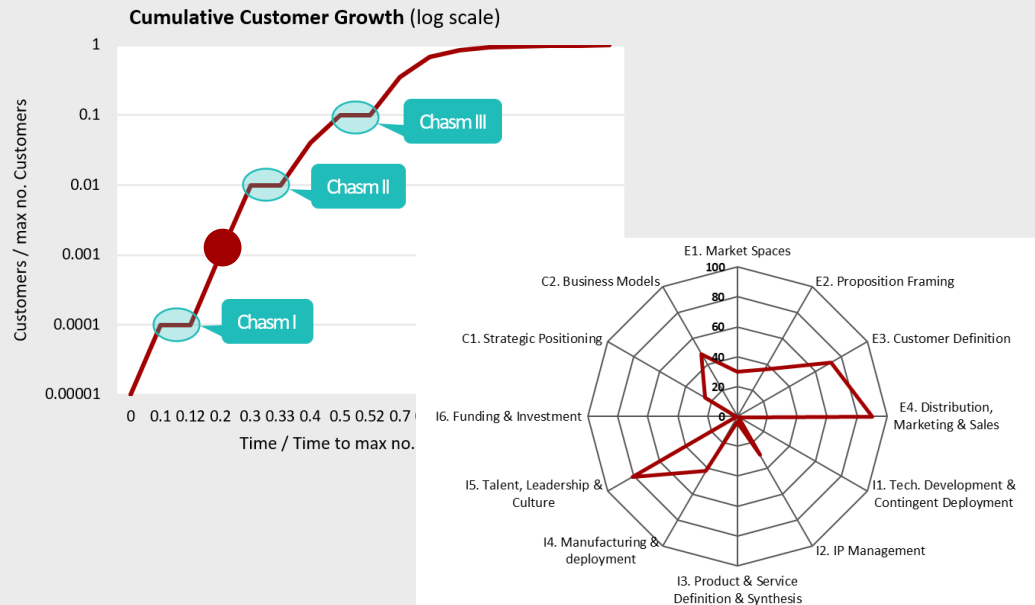
What is the Reactor?



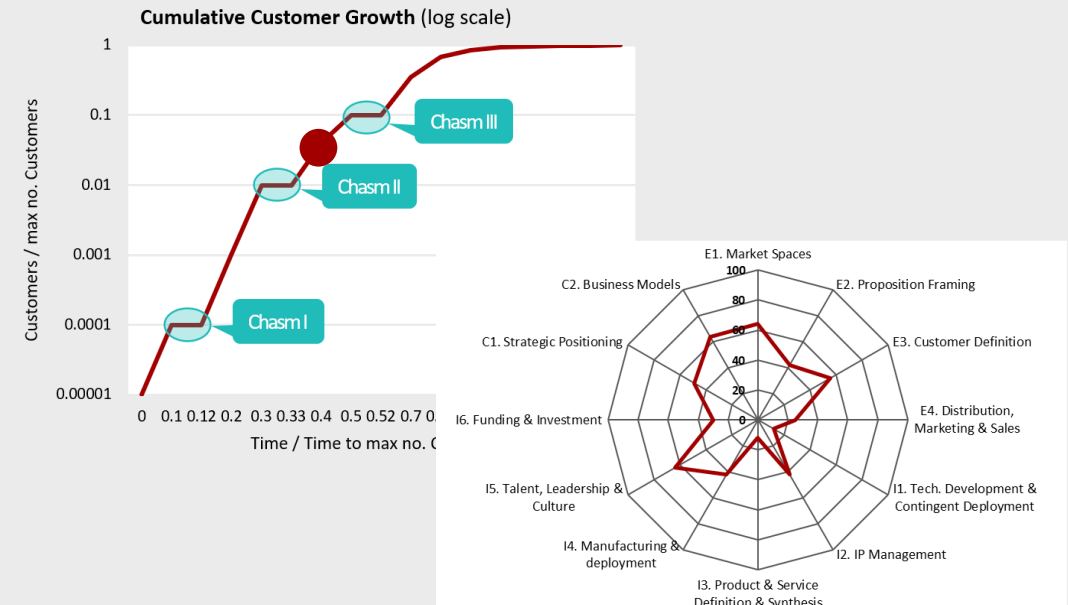
Shape Your Commercialisation Strategy

- Diagnose **current status**
- Define the next **strategic target**
- Assess the **gap**
- Develop an **execution plan**

Current Status



Strategic Target



Key Elements

- Strategic development programme delivered over 8 weeks – enabling leadership teams to develop winning commercialisation strategies, while minimising disruption of their execution priorities
- Capacity-building based on a comprehensive set of tools based on the Triple Chasm Approach
- Strategic guidance supported by extensive case studies and supporting examples
- Provision of experienced world-class mentors trained in the Triple Chasm approach
- Peer-to-peer learning with other life sciences start-ups at different stages of the commercialisation journey
- Access to powerful networks and resources



Delivery Plan

CONTENT		SCHEDULE																													
Session Type	Onboarding	Overview	Diagnosis & target setting								Plans	Pitches	Review	Offboarding																	
Week Commencing	06/09/2021	20/09/2021	27/09/2021	04/10/2021	11/10/2021	18/10/2021	25/10/2021	01/11/2021	08/11/2021	06/12/2021	13/12/2021																				
VARIABLE	VECTOR	M	T	W	T	F	M	T	W	T	F	M	T	W	T	F	M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
On-boarding																															
Overall Orientation			S1																												
Market Space Definition	E1			S2	S3																										
Proposition Framing	E2					S4																									
Customer Definition	E3						S5																								
Distribution, Marketing & Sales	E4							S6																							
Contingent Technology Management	I1								S7																						
IP Management	I2									S8																					
Product Synthesis	I3										S9																				
Manufacturing & Deployment	I4											S10																			
Human Capital	I5												S11																		
Funding & Investment	I6													S12																	
Strategy Positioning	C1														S13															S17	
Business Model	C2															S14															
Execution Plan																	S15													S17	
Presentation																														S16	
Off-boarding																															

SESSION TYPE KEY		On-boarding and off-boarding
		Overview and review
		Diagnostic & target setting
		Gap analysis & execution planning
		Presentation



Impact

“ *The programme has aligned our team, given us a clear, concise list of priorities and a business plan. Little Journey can confidently go forward, approach investors and hopefully build a successful, scalable business! Thank you to the team for challenging us to transform our business, strategy and outlook.*

Sophie Copley, Co-founder & Chief Product Officer, Little Journey

“ *The tools and frameworks provided a powerful basis for high-growth firms such as ours to understand where we are in the commercialisation journey, to articulate our strategic objective, and to understand how we can shape our priorities.*

Dr Lorin Gresser, Chief Executive, Dem Dx

“ *The detailed vector-based tools have enabled us to shape our strategic priorities, design our business models, and make critical decisions about our approach to scaling and commercialising our technology across a wide range of market spaces.*

Haikal Pribadi, Founder & CEO, GRAKN.AI





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