

Case Study

Industry & Use-Case Decision-Making
—A Systems Thinking Approach

Case Study: Clarifying & Selection the Path



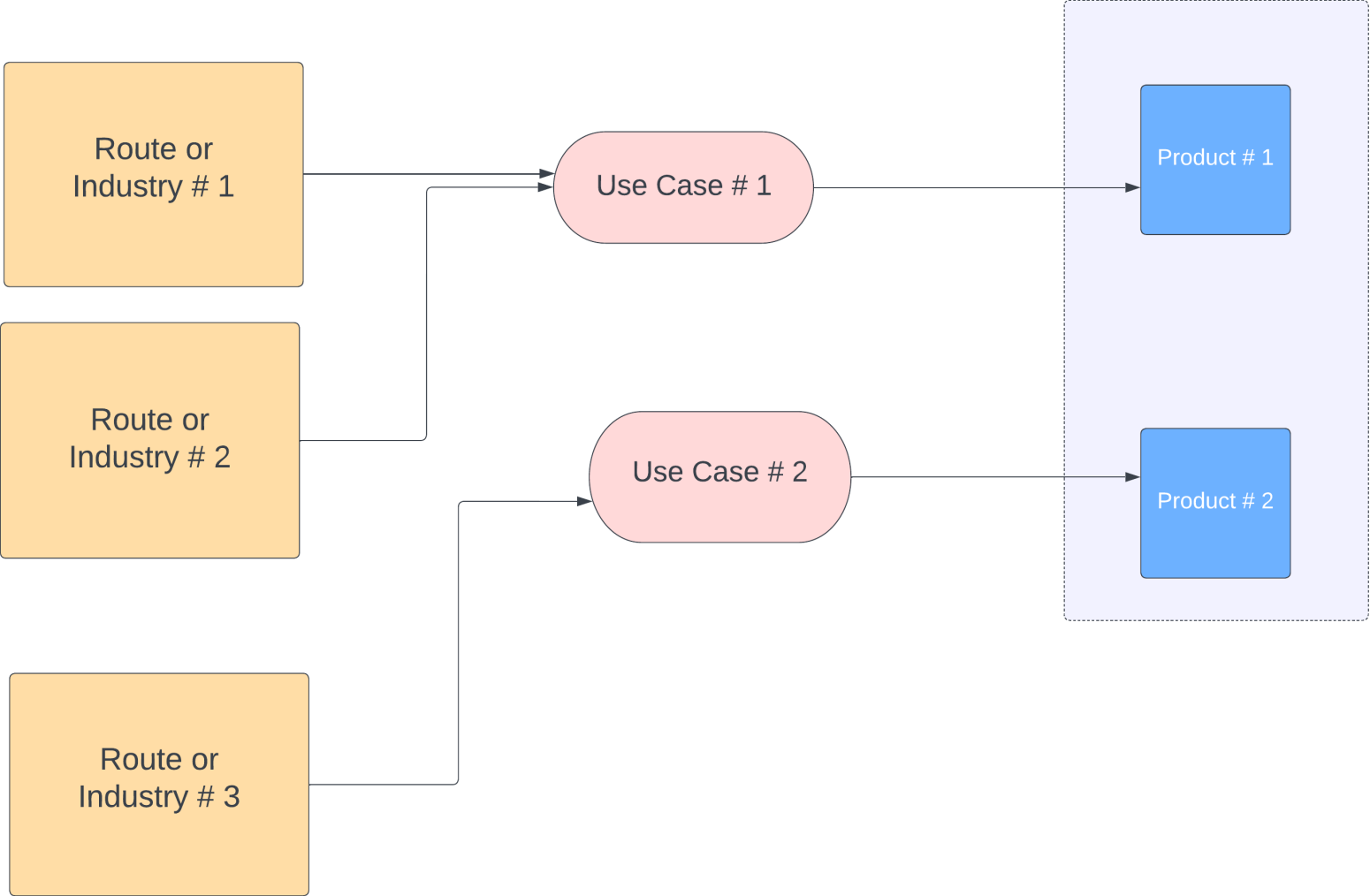
- **Objective:** Narrow down the route or industry/use-case to better utilize the company's resources and focus the team.
- Below is a sample from a client project.

The Process

1. Identify the criteria
 - What are the criteria for selecting a route/industry? Is it flexibility, scalability, time to market, etc.?
 - What is the scale for rating each one? (e.g., low, medium, high or quickest to slowest)
 - Are all criteria equally important or do some carry more weight?
2. Identify the Industries & Use-cases
3. Identify each industry's market (competitors, market saturation level, etc.)
4. Rank each route/industry using the criteria defined above

1 Industry & use case is selected
to refine the company's vision & create clarity & focus across the team.

Various Options



Selecting the Right Path

				Route or Industry # 1			Route or Industry # 2			Route or Industry # 3		
Evaluation Criteria	Desired Result	Priority	Scale		Score	Score w/ scale		Score	Score w/ scale		Score	Score w/ scale
Operating Cost	Lowest	Highest Priority	2	Low	3	6	Med	2	4	Lowest	4	8
Scalability	Highest		1	High	3	3	Highest	4	4	Med	2	2
Technology Dev Cost	Lowest		1	same		0	same		0	same		0
Integrate with another Platform (API)	Easiest		1	Med	2	2	Hard	1	1	Easiest	4	4
Time to Market	Quickest	Highest Priority	2	Quick	3	6	Slow	2	4	Quickest	4	8
Customer Traction	Highest	Highest Priority	2	Med	2	4	Highest	4	8	High	3	6
Sale Scalability	Highest		1	High	3	3	Highest	4	4	Med	2	2
				Total	24		Total	25		Total	30	

Industry # 3 & use-case # 2 is selected to refine the company's vision and focus across teams for next step of Design, Development, & Launch

Contact Us



Feel free to reach out to info@endtoendinnovation.co for free 30 minutes consultation or inquiry.

Process Upon Inquiry



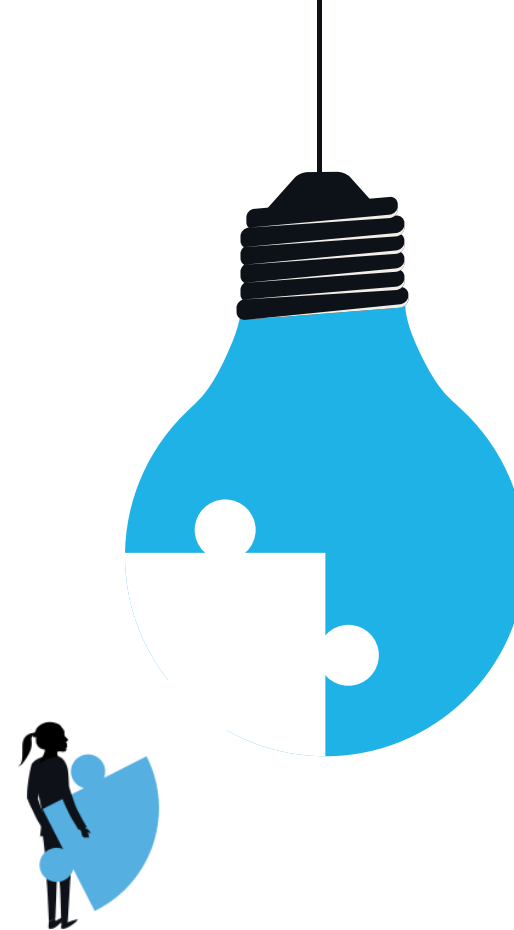
1. Receive a 30-minute free consultation with End-to-End Innovation Consulting to better understand your needs, expectations, and project scope.



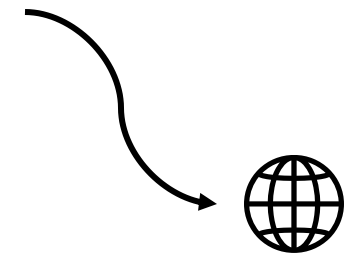
2. Following this, we will provide a Scope of Work (SOW) document outlining proposed pricing and deliverables.



3. Upon agreement, both parties will sign a contract to initiate the project.



Let's connect on



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