

Market Intelligence
in
Product Development

Case Study:
Online and Mobile
Lotto in the Philippines

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Market Intelligence

Systematic collection and analysis of data to inform business strategy, tactics and operations



The Holy Grail

Actual Risks < Perceived Risks

Strategy, Tactics and Operations



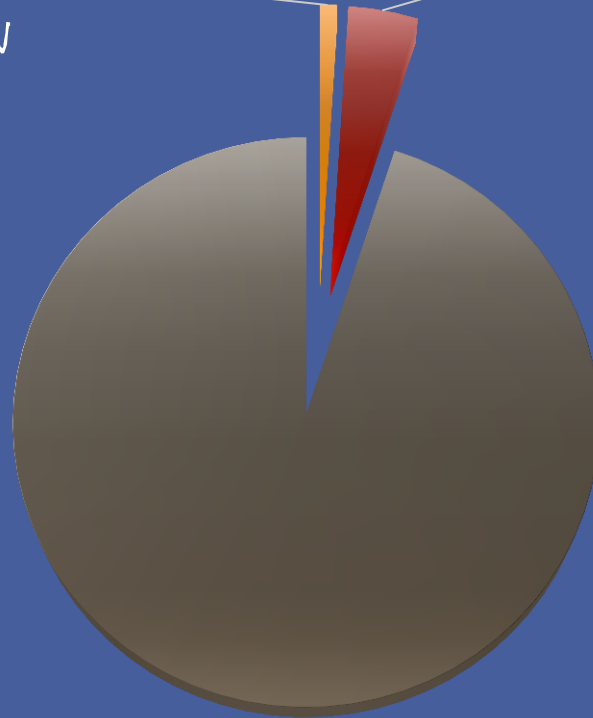
Strategy

Tactics

Operations

Knowledge Gap

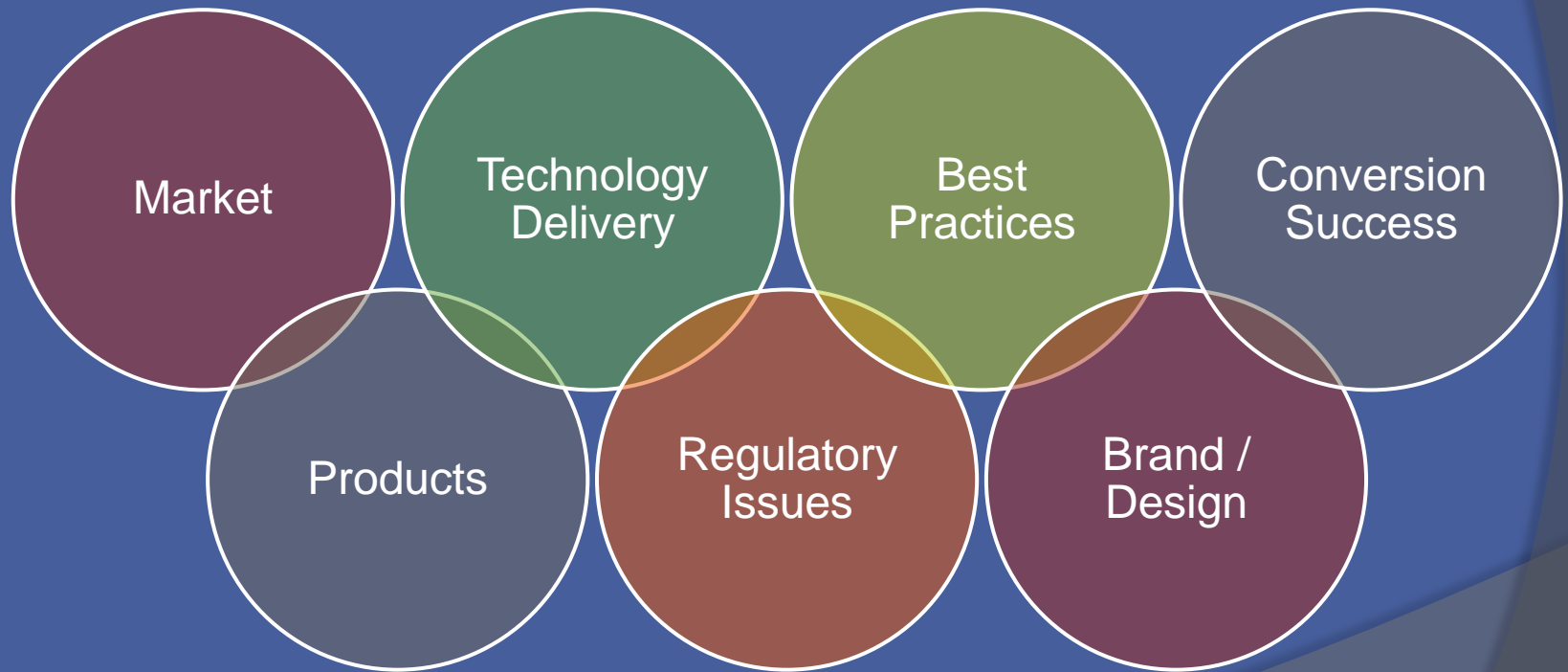
What You Know
You Know



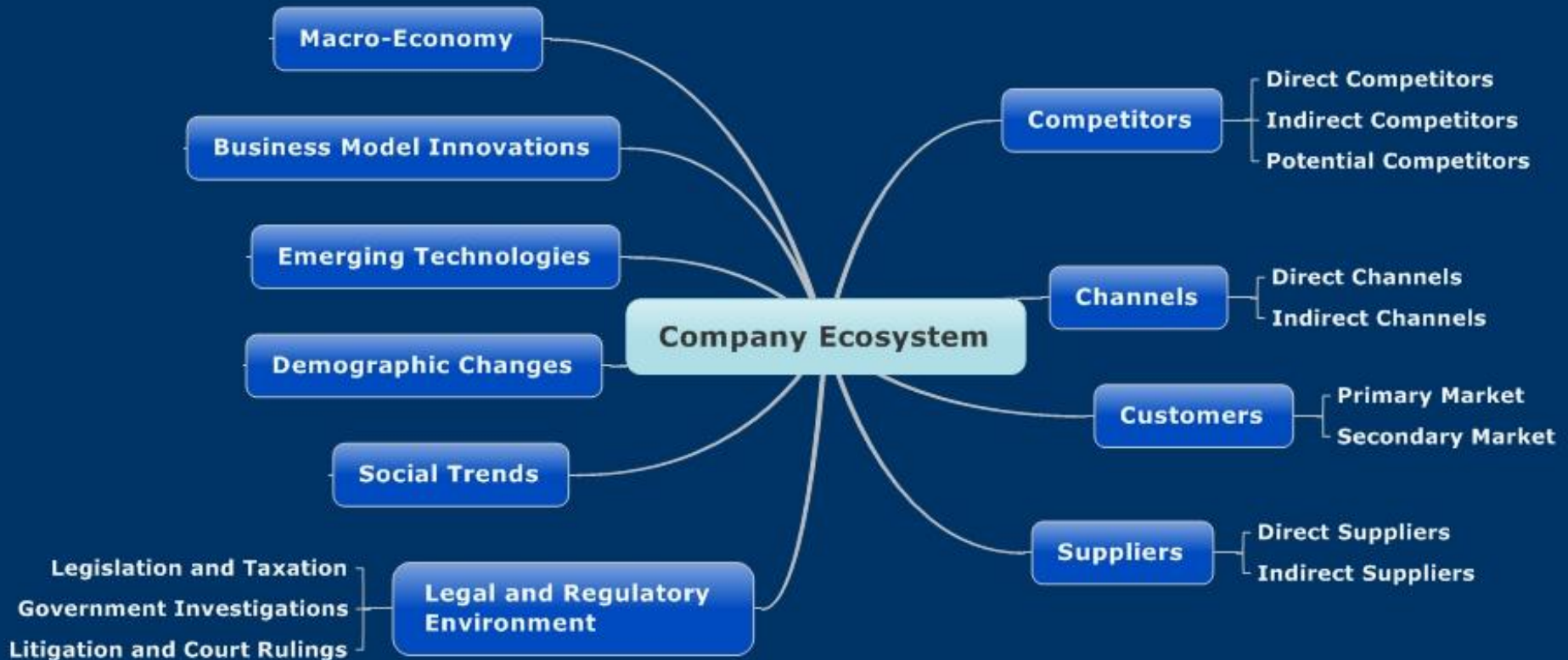
What You Know
You Don't Know

What You Don't
Know
You Don't Know

Key Intelligence Topics



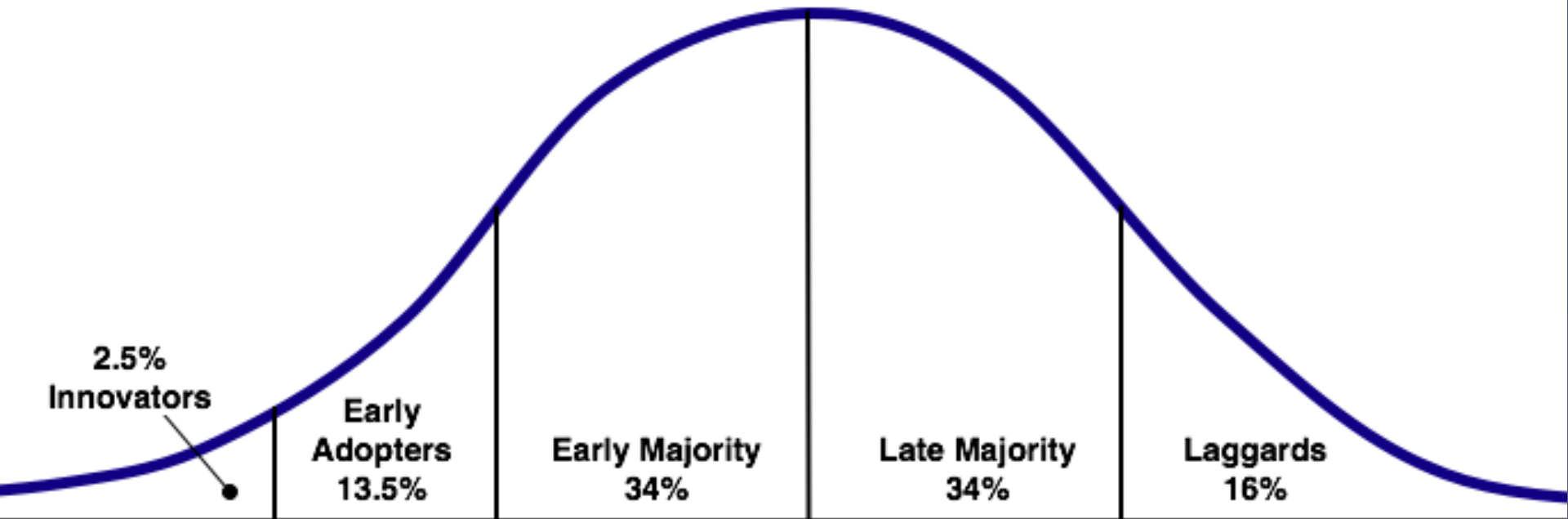
Map Ecosystem



Map Domains

- Industry Vertical
- Geographic Market
- Technology
- Consumer Segment

Adoption Life Cycle



Source: Everett Rogers, Diffusion of innovations model

Strategy: Own the Player



Strategy

- Business Focus on Customer Acquisition and Management

Tactics

- Strong Investment in Marketing
- Acquisition and Conversion Campaigns
- Social Networking

Operations

- Marketing Competency
- Excellent Analytics & Metrics

Strategy: Efficient E-Commerce



Strategy

- Minimize Banking and Transaction Fees

Tactics

- Monitor Inflows and Outflows
- Manage consumer transactions
- Encourage churn games

Operations

- Payments Competency
- Excellent Analytics & Metrics

Strategy: Minimize Investment Risk



Strategy

- Get In and Out Relatively Quickly

Tactics

- Buy Don't Build
- P3 Transfer Option

Operations

- Off the Shelf Technology Culture
- Work with Potential Takeout Partners

For More Information

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