

Keep one foot rooted
Shift in strategic direction





What Should You FOCUS ON?

Re-define your "grabber" feature?

Time to re-consider your:

- Customer segment
- Competitive position
- Pricing

Conduct some market research to:

- Identify customer pain points
- Understand what the competition is doing
- Assess how you can benefit from technology

Change your business model

- Pricing
- Offering
- Technology
- Segment

