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COURSE BROCHURE

Market Innovation Strategy and Opportunity Selection Training Course

7 – 11 December 2026
Milan

Market Innovation Strategy and Opportunity Selection Training Course

Ref: 3220_122515 **Date:** 7 – 11 December 2026 **Location:** Milan **Fees:** 6200 GBP

Market Innovation Strategy and Opportunity Selection is a 1-week training course for strategy, marketing and product leaders who must decide which unmet needs to pursue and where to place new offers, and it produces a market opportunity portfolio brief. Shifting customer expectations, faster competitor imitation and tighter investment budgets make disciplined opportunity choices a board-level concern. Jupiter Prime Training offers Market Innovation Strategy and Opportunity Selection across sectors.

Why Market Innovation Strategy and Opportunity Selection Matters Now

Three forces shape how organisations find and choose new market openings. Customers switch quickly when a rival meets a need they had not voiced, digital channels let new entrants test offers at low cost, and finance committees ask for clearer evidence before releasing innovation budgets. An organisation that chooses well concentrates scarce talent and capital on a few openings with real demand and a credible right to win. Poor choices spread effort across weak ideas. The course rests on structured needs discovery, opportunity sizing, portfolio balancing and staged entry sequencing, described in plain working terms.

Who Gains Most from Market Innovation Strategy and Opportunity Selection

- Leaders accountable for the growth agenda and the choice of new markets or segments
- Marketing heads responsible for customer insight and the framing of new propositions
- Product leaders who own the pipeline of new offers and their sequencing
- Business development heads who judge partnerships, adjacencies and entry routes
- Finance partners who weigh the investment case behind each opening

A cross-functional growth committee attending together gains most.

Market Innovation Strategy and Opportunity Selection Capabilities

Participants build the judgement to move from scattered ideas to a ranked, evidenced set of market openings.

- Assess unmet customer needs using jobs, pains and switching triggers — the choice of problems worth solving
- Calculate the size and reachable share of an opening — the investment committee's go or hold decision
- Weigh opportunities against capability fit and right to win — the selection of priority openings
- Design a balanced innovation portfolio across core, adjacent and new spaces — the allocation of budget and talent
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Specify an entry route and launch sequence for each priority opening — the commercial and operations leads
- Communicate the opportunity case in a concise brief — executive sponsors and the board

Key Market Innovation Strategy and Opportunity Selection Terms

- Unmet need — a customer outcome that current offers fail to deliver well enough.
- Opportunity sizing — estimating the total demand for an opening and the share an organisation could realistically reach.
- Right to win — the assets, skills and relationships that let an organisation serve an opening better than rivals.
- Innovation portfolio — the full set of growth bets, balanced by risk, time horizon and distance from the current business.
- Adjacency — a market or segment next to the current business that shares customers, channels or capabilities.
- Entry sequencing — the order and pace in which an organisation moves into chosen openings to manage risk and learning.

Market Innovation Strategy and Opportunity Selection Day by Day

Day 1: Reading Market Shifts and Hidden Demand

- Market Shift Signals — Which Changes Open New Customer Spaces
- Customer Switching Triggers — Why Buyers Abandon Existing Offers
- Non-Customer Mapping — Demand Locked Out by Price or Access
- Industry Boundary Scan — Where Sector Lines Are Blurring
- Growth Ambition Statement — How Far Beyond the Core to Reach

Day 2: Discovering and Framing Unmet Needs

- Customer Jobs and Outcome Statements — Defining the Problem Worth Solving
- Field Observation and Interview Guides — Evidence Beyond Survey Opinion
- Pain and Workaround Inventory — Spotting Underserved Customer Groups
- Need Prioritisation Grid — Importance Against Current Satisfaction
- Opportunity Hypothesis Card — Turning Insight Into a Testable Claim

Day 3: Sizing and Scoring Market Openings

- Top-Down and Bottom-Up Demand Estimates — Cross-Checking Market Size
- Reachable Share Assumptions — Realistic Penetration and Adoption Pace
- Right-to-Win Assessment — Capability Fit Against Likely Rivals
- Weighted Opportunity Scorecard — Ranking Openings on Agreed Criteria
- Assumption Risk Register — What Must Be True Before Funding

Day 4: Balancing the Innovation Portfolio

- Core, Adjacent and New Space Mix — Spreading Risk Across Horizons
- Portfolio Bubble Chart — Value, Risk and Timing at a Glance
- Stage Funding Gates — Releasing Budget as Evidence Builds
- Build, Partner or Acquire Choices — Selecting the Entry Route
- Kill and Pivot Criteria — Stopping Weak Bets Early

Day 5: Practising Opportunity Selection and Entry Sequencing

- Selection Panel Simulation — Applying Scorecards to Competing Openings
- Entry Sequencing Roadmap — Ordering Moves by Learning and Risk
- Early Market Test Design — Proving Demand Before Full Commitment
- Leading Indicators for New Offers — Signals That Justify Scaling
- Market Opportunity Portfolio Brief — Completing the Executive Recommendation

Applying Market Innovation Strategy and Opportunity Selection After the Course

- Run a need-discovery sprint with ten customer interviews and rank the resulting needs on the prioritisation grid.
- Score the current pipeline of growth ideas on the weighted opportunity scorecard and present the top three openings to the growth committee.

Market Innovation Strategy and Opportunity Selection Questions FAQ

What is market innovation strategy and opportunity selection, and why does it matter now?

It is the discipline of finding unmet needs, sizing the openings they create and choosing which to pursue. It matters now because customers switch faster, entrants test offers cheaply and budgets demand stronger evidence before growth investment.

Which roles gain most from market innovation strategy and opportunity selection?

Strategy, marketing, product and business development leaders gain most, together with finance partners.

How does a market innovation strategy and opportunity selection course differ from a launch planning course?

It focuses on deciding which openings deserve investment, before any launch plan exists. Launch planning courses assume the market is already chosen.

What do you bring back from market innovation strategy and opportunity selection training?

You bring back a market opportunity portfolio brief that ranks openings, explains their size and fit, and sets an entry sequence.

Market Innovation Strategy and Opportunity Selection: The Way Forward

The market opportunity portfolio brief first informs which two or three openings receive early test funding. Growth committees, product owners and finance partners use it to align budget with evidence. After its first use, revisit the reachable share assumptions and the kill criteria once early tests show which demand beliefs were wrong.