

# VALUE PROPOSITION CASE STUDY

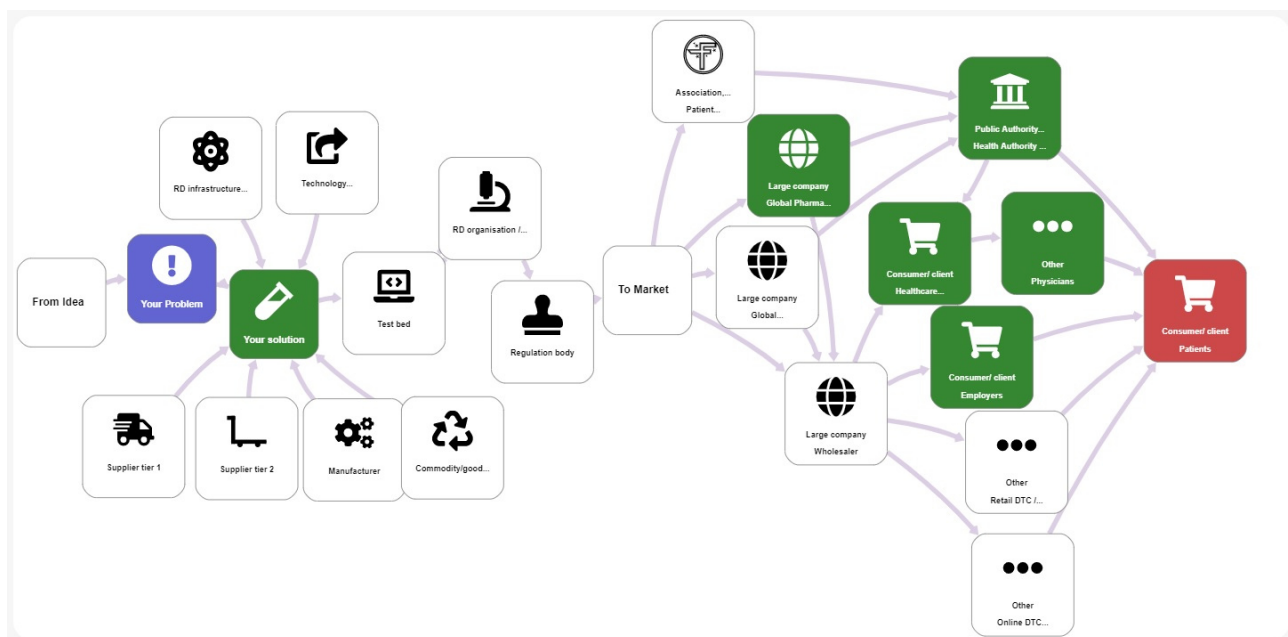
## The Startup Challenge: Clarifying the Value Proposition and Exponential Nature

### Background

SENZO has developed a breakthrough diagnostic technology called Amplified Lateral Flow (ALF) that achieves PCR-level accuracy in a rapid, low-cost lateral flow format. However, as a pioneering deep tech startup, SENZO faced significant challenges in conveying the value proposition and charting a market access strategy.

- **Broad Applicability:** The ALF platform could potentially be used for at-home testing, in clinical settings, or even for mass workplace testing. This expansive applicability across very different environments and end-users made it difficult to define where ALF offered maximum value.
- **Unclear Positioning:** With such diverse use cases, it was challenging to determine the optimal positioning of ALF within the diagnostics value chain and how to engage the very different stakeholders that would perceive its value proposition differently.
- **Uncertain Scalability:** The long clinical validation burden made it difficult to determine which segments offered the greatest scalability potential and exponential impact creation for the novel ALF technology.
- **Strategic Alignment:** SENZO needed to identify optimal segments where ALF offered exponentially greater value over current options, and align resource-intensive clinical studies accordingly.

Faced with these intricacies, SENZO required an approach to articulate, validate, and strategically position the differentiated value proposition of ALF's breakthrough accuracy paired with rapid, low-cost testing simplicity to drive adoption.



*Value Chain developed for SENZO based on the official EIC Accelerator methodology*

## The Applied Methodology: Value Chain Positioning, Exponential Impact Scoring, and Sequential Market Access Design

To address SENZO's challenges, I applied a three-phase approach with the goal of methodically positioning, assessing and targeting SENZO's novel technology for maximum exponential impact creation, particularly across Europe.

### 1. Value Chain Positioning

- Mapped SENZO's technology against the diagnostics industry value chain
- Identified optimal positioning to deliver breakthrough value

### 2. Exponential Impact Scoring

- Leveraged my proprietary EXPONENTIAL TECHNOLOGY MODEL™ to score the exponential nature of the proposed ALF technology in alignment with the [EIC Accelerator](#) requirements
- Evaluated SENZO's technology on criteria like disruptiveness, simplicity, and enabling nature
- Quantified and ranked exponential impact potential in different segments

### 3. Sequential Market Access Design

- Selected beachhead markets based on exponential scoring fit
- Built market access roadmap sequenced by exponential scoring
- Aligned resources to penetrate beachhead markets first

With proprietary frameworks tailored to the EIC's mandate, such as the exponential scoring tool, I aimed to provide SENZO with the optimal market access sequence to unlock the full potential of its breakthrough diagnostic innovation to benefit citizens across the EU.

|             |                                  |                           |                      |                                                  |                                         |                         |                                         |                                                 |                                            |                        |                        |
|-------------|----------------------------------|---------------------------|----------------------|--------------------------------------------------|-----------------------------------------|-------------------------|-----------------------------------------|-------------------------------------------------|--------------------------------------------|------------------------|------------------------|
| New product | Deployed to a new market segment | New manufacturing process | Heavy R&D-based tech | Disruptive - Creates new part in the value chain | Disruptive – Creates new market segment | Exponential scalability | Enabler platform – technology licensing | Enabler platform – deployed to multiple markets | Simplicity – Integration and accessibility | Focus on the EU market | EU – High risk project |
| YES         | YES                              | NO                        | YES                  | YES                                              | NO                                      | PARTIAL                 | YES                                     | YES                                             | YES                                        | YES                    | PARTIAL                |

Does it tackle an issue that has strategic importance for the EU?

YES

SENZO Exponential Impact Scoring - Example elements of the exponential impact model

## The Achieved Results: Validated Value Proposition Driving Market Traction

The tailored approach to value proposition design, validation planning, and strategic market access yielded significant results for SENZO:

- Developed differentiated value proposition messaging per major customer segment
- Charted a data-driven product development roadmap with an optimized clinical validation plan to align technical milestones with high-potential market sequencing.
- Identified 3 high-potential and viable beachhead market segments providing the fastest route to commercialization through initial high-value PoCs

The most important outcome was a compelling and validated articulation of ALF's breakthrough value. By methodically designing, proving, and promoting this differentiated value proposition, SENZO developed a clear pathway to establish early adoption in segments where it offers the greatest value, and thereby accelerate its market access, paving the way to future exponential impact creation.

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Online Meeting

🕒 30 min

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