

the CFO has had the good sense to examine a range of outcomes for two variants (the build “*in-house*” and the use a “*public*” platform) and then complain about the lack of probability provided. I like this CFO.

Let us assume that after some badgering we have managed to tease out some probability figures for the outcomes from marketing and sales — outcome 1 (10%), outcome 2(10%), outcome 3 (15%) and outcome 4 (65%). I happen to agree with the CFO that sales are marketing may well have bias here. Later in this chapter, I’ll explain mechanism for how you might more accurately determine those probabilities. Obviously our choice of building “*in-house*” or using a “*public*” platform doesn’t impact those probabilities. They are independent. In figure 204, I’ve added probability onto the financial models for each of the variants.

Figure 204 — Options analysis