

ProNav

Company Analysis

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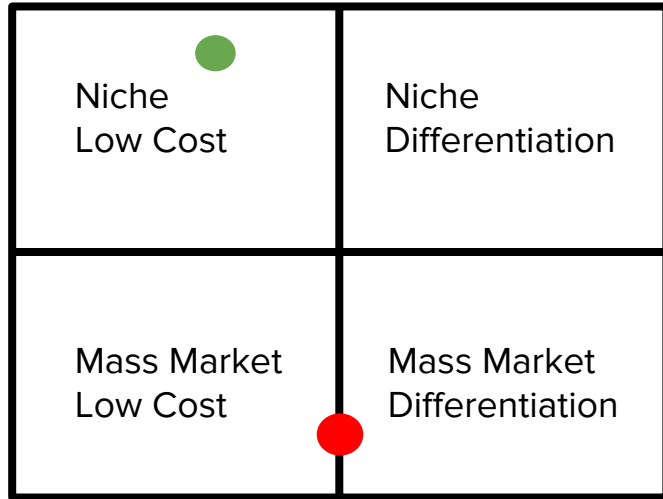
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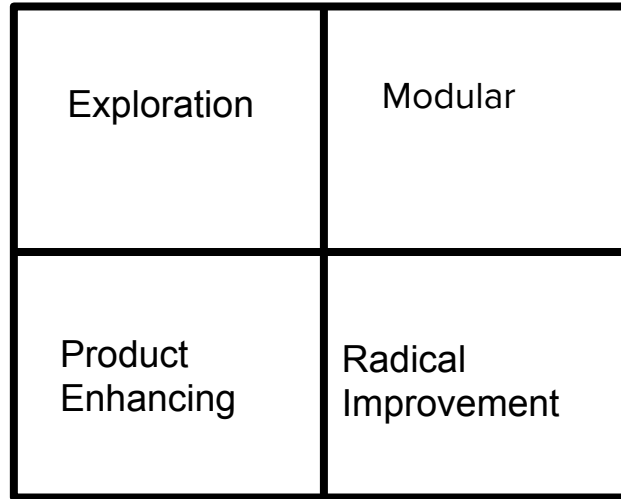
Introduction

- Disruptive -cold innovation
- Radical improvement
- Open innovation
- ProNav currently and future

Business Strategy



Business Ambidexterity, Product Architecture and Technology Evolution



Strengths

- Innovative
- Agile/Flexible
- Cost
- Aftermarket System
- Mobile Route Planning

Weakness

- Weak/Inadequate Marketing
 - Cash Flow
 - Unclear Business Strategy
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Opportunities

- Pro Sponsorship
- Strategic Alliance
- Refurbished Marketing

Threats

- Current Competition
 - Copy Cats
 - New Technology
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Alternatives

- Crowd Sources, Customer Discovery, and Lead User Research
- Vertical Integration
- Partnership/Buy Out

Recommendation

Crowd Sources, Customer
Discovery, Lead User
Research

Explanation

Low cost, Easy to
Implement, Low Risk, and
Online Presence

Justification

- Remove poor marketing and unclear business strategy
- Shores up two weaknesses
- Flexibility
- Issues presented to University course or Enterprise group
- Solutions - Business strategy or creative ideas

Implementation

Crowdsourcing

Customer Discovery

Lead User Research

