Step 2 (Beachhead Market Selection) Worksheet

Criteria	Market Segment = Residential Homeowners	Market Segment = Blocks of Flats	Market Segment = Government Buildings	Market Segment = Industry and Factories	Market Segment = Commercial Buildings
Beachhead Market Selection Worksheet					
Rating is Very High (best), High, Medium, Low, Show Stopper (worst)					
1. Economically Attractive	High	High	Medium	Very High	High
2. Accessible to Our Sales Force	High	High	Very Low	Low	Medium
3. Strong Value Proposition	Very High	High	High	Very High	High
4. Complete Product	High	Medium	Medium	Medium	High
5. Competition	High	High	High	Medium	Medium
6. Strategic Value	High	Medium	Very High	Very High	High
7. Personal Alignment	Very High	Medium	Medium	Low	Medium
Overall Rating	High	Medium	High	High	High
Rating for Ranking is 1 (most attractive) to 4 (least attractive) – Key Factors is Most Important Contributor to the Ranking					
Ranking	1	2	5	4	3
Key Deciding Factors	Strong value proposition due to the direct impact on cost savings and the high level of control over energy use. The segment is highly accessible, and personal alignment is strong, given the direct	Challenges include accessibility for individualized solutions and competition from existing building management systems. The economic attractiveness is medium due to the shared cost model.	High strategic value and a strong value proposition driven by regulatory compliance and public image considerations. However, accessibility is a challenge, impacting the overall ranking.	Economic attractiveness is very high due to substantial energy savings potential. The need for a more complete product and direct sales force accessibility reduces its immediate attractiveness.	Strong in terms of its complete product offering and strategic value. It is economically attractive and has a good level of personal alignment.

	benefit to homeowners.				