

Final Simulation Results

Total Market Share

Year 2 Year 3 Year 4

MENT SHARE

0%

Delivery Services: Courier Services	0.3%	0.3%	0.3%
Haul Trucks: Moving Companies	0.3%	7.0%	12.0%
Is: Truck Rental	0.3%	0.3%	0.3%

NET SHARE

Delivery Services	0.0%	0.0%	0.0%
Haul Trucks	0.0%	0.4%	0.6%
Is	0.1%	0.1%	0.1%

Total Revenue

Year 2

Year 3

Year 4

Segments

Local Delivery Services: Courier Services	\$18,000	\$18,000	\$18,000
Long-Haul Trucks: Moving Companies	\$45,000	\$1,050,000	\$1,800,000

2/27/23, 7:13 PM

Innovation Marketing Simulation: Crossing the Chasm

	Year 2	Year 3	Year 4
Rentals: Truck Rental	\$60,000	\$60,000	\$60,000
Total Revenue	\$123,000	\$1,128,000	\$1,878,000
Revenue Growth from Prior Year	-88%	817%	66%

Feedback for Year 4

Investor Feedback

“ Evidently this company has found it difficult to thrive in this ecosystem. Perhaps the world isn’t ready to embrace self-driving automobiles in a significant way. You did your best. ”

Whole Product Rating

These star ratings show how well you allocated your budget per segment.

Long-Haul Trucks: Moving Companies



Notable Customer Wins

Move It Tomorrow!

Deal Size	\$600,000
Referral Likelihood	likely

What Customers Said

“ We love Conveyance's product, but it seems like there's still some issues with the product and supporting materials. It's challenging for

Pack, Haul, & Move

Deal Size	\$450,000
Referral Likelihood	likely

my employees to feel like they have all of the information that they need.”

“ There are just too many unknowns about how the regulatory environment is going to change and trip up our bottom line. Maybe when there are more adopters and the legislative dust settles we’ll take another look.”

Decisions Made for Year 4

Long-Haul Trucks: Moving Companies

Whole Product Solution		Partners & Allies	Sales Channels
Custom	\$3,500,000	Light / Heavy truck manufacturers	Direct sales
Hardware		Application designers	Authorized dealers
Training & Support	\$310,000		Value-added resellers
Software Integration	\$20,000		
Maintenance	\$170,000		
Pricing Methods			
Premium			

Year 3 Feedback

Investor Feedback

“ You made some gains and won some accounts, but this year’s performance is still pretty underwhelming. We

hope you can continue to course correct and get back to that exponential growth we talked about. ”

Whole Product Rating

These star ratings show how well you allocated your budget per segment.

Long-Haul Trucks: Moving Companies



Notable Customer Wins

Godzilla Movers

Deal Size	\$450,000
Referral Likelihood	likely

Home-to-Home for Hire

Deal Size	\$300,000
Referral Likelihood	likely

What Customers Said

“ This product feels like it could be what we need, but it doesn't feel very customized for us. Have you thought about investing more in customizing your solution for our market? ”

“ It’s a fairly solid package, and we are almost ready to take the next step. We’d love to see another presentation next year with some more specific information about how you’ll serve our company. ”

Decisions Made for Year 3

Long-Haul Trucks: Moving Companies

Whole Product Solution

Custom	\$3,000,000
Hardware	
Training & Support	\$520,000

Partners & Allies

Light / Heavy truck manufacturers
Application designers

Sales Channels

Direct sales
Authorized dealers
Value-added resellers

Software Integration \$10,000

Maintenance \$470,000

Pricing Methods

Premium

Year 2 Feedback

Investor Feedback

“ We really thought you could hack it. What a mess. At this point it’s difficult to remember why we ever thought this was a good investment. ”

Whole Product Rating

These star ratings show how well you allocated your budget per segment.

Local Delivery Services: Courier Services	<div><div>★</div><div>☆</div><div>☆</div><div>☆</div><div>☆</div></div>
Long-Haul Trucks: Moving Companies	<div><div>★</div><div>★</div><div>★</div><div>☆</div><div>☆</div></div>
Rentals: Truck Rental	<div><div>★</div><div>☆</div><div>☆</div><div>☆</div><div>☆</div></div>

Notable Customer Wins

Trucks to Go!	
Deal Size	\$100,000
Referral Likelihood	likely
Wine Time Delivered	
Deal Size	\$30,000
Referral Likelihood	unlikely

What Customers Said

“ Conveyance seems to be spreading itself too thin. We're not sure there's enough here for us to really feel like your product can meet our needs. ”

“ We aren’t ready to make such a big financial

commitment without seeing some proven use cases. Do you have any clients who could share their experience with us? ”

Decisions Made for Year 2

Local Delivery Services: Courier Services

Whole Product Solution	Partners & Allies	Sales Channels	Pricing Methods
Custom Hardware \$300,000	Car manufacturers	Direct sales	Premium
Training & Support \$10,000	Application designers	Authorized dealers	
Software \$200,000	Service providers	Value-added resellers	
Integration			
Maintenance \$10,000			

Long-Haul Trucks: Moving Companies

Whole Product Solution	Partners & Allies	Sales Channels
Custom \$1,000,000	Light / Heavy truck manufacturers	Direct sales
Hardware	Application designers	Authorized dealers
Training & Support \$500,000		Value-added resellers
Software Integration \$10,000		
Maintenance \$470,000		

Pricing Methods

Premium

Rentals: Truck Rental

Whole Product Solution	Partners & Allies	Sales Channels
Custom Hardware \$600,000	Light / Heavy truck manufacturers	Direct sales
Training & Support \$200,000	Application designers	Authorized dealers
Software \$500,000		Value-added resellers
Integration		
Maintenance \$200,000		

Pricing Methods

Premium

Year 1 Feedback

Total Revenue: \$1,000,000

Investor Feedback

“ It doesn’t look like your forecast for exponential growth this year was realized. This is disappointing; the returns on our investment depend on you capturing market share. This ship had better turn around. ”

Notable Customer Wins

Interstate and Interactive Trucking

Deal Size	\$150,000
Referral Likelihood	very likely

On Point Auto

Deal Size	\$30,000
Referral Likelihood	unlikely

What Customers Said

“ You are selling a very exciting vision for the future, but we will wait until we see more successful implementations. We don’t want to be the customers who have to find all the bugs in your product. ”

“ Once I saw the demo I was pretty excited, but looking at the package you offer, it doesn't feel like you're ready to integrate into my company. I need this to focus on my needs, not just the needs of tech visionaries. ”