

*Is the business need and market realistic and addressable by the project?*

It is key for Marine Magnet, Inc. dispatchers to apply the ability to spot market opportunities for substitute resource component sourcing ticket scheduling. Being able to spot new market opportunities early and understanding the “window of opportunity”, enables growth of the business as the technology industry grows and changes. By seeing future trends and the new opportunities created, market share can be captured incremental growth realized. Incorporation of user requirement concepts and overall behaviour goals for expanding the utility of the application is of great interest to DoD users.

Marine Magnet, Inc. dispatchers must estimate what is a good conservative market share that can be projected from substitute resource component sourcing ticket scheduling. Rather than looking at this question from the “top down”, try looking at it from a “bottom up” perspective. When projecting market share, look at your realistic total addressable market. Using this figure as a benchmark, factor in what infrastructure Marine Magnet, Inc. dispatchers require and project market share from the bottom up. Then, factor in some assumptions on how many DoD users can be reached, how many user requirements and behavioural techniques will come from those contacts and how much savings can be generated by deploying the application. This provides good base from which to work in terms of capturing market share.

Do DoD users have to determine a need to “pass” all elements of the market viability matrix in order for the application to be successful? No, absolutely not. In fact, most applications will not “pass” all the elements of the market viability matrix. Most DoD users would probably agree that there is no one magic formula or test that can guarantee a successful application. The point of the market viability matrix is to know and document the most crucial aspects of the defence market and to identify potential challenges. Obviously DoD users want to make sure that the application venture passes most of the criteria, but it is not guaranteed that it will fail if it doesn't.

The question arises as to whether Marine Magnet, Inc. dispatchers should project the application as a larger organisation or if looking like a smaller and more DoD user-based orientation is of greater value. Actually, the best answer is to simply tell the truth about the organisation. Let your operations and financial plans dictate how large in scope the application is rather than worrying about how large or small you look to DoD users. At the end of the day if Marine Magnet, Inc. dispatchers provide incredible value and a high level of service, then the size of the operation ultimately becomes irrelevant. For those of you listening to this answer and thinking, “but won’t the small size affect the ability to win larger contracts?”; here is your answer: If you are looking to win a contract where your size becomes an issue, it probably is one.

It is not good practise to chase after projects that are larger than you have infrastructure to adequately support. One of the worst things application developers can do is to win a larger contract and not have the ability to support it. If an opportunity is larger than the infrastructure to handle it independently, then it may be a good idea to look at a partnership or to bring in contractors. No matter what, never lie to DoD users about your capabilities. There is an old expression: “Always tell the truth, it is easier to remember...”