Discover new growth spaces, before they become obvious.

When "New Growth Creation" is especially valuable

The core business is well understood — but the next growth spaces are not. Growth search usually stays on familiar paths: existing segments, existing products, existing logic. Adjacent spaces, shifting customer needs and new technological possibilities go undiscovered until competitors have already claimed them.

Specifically, this means deciding …

DECIDE	BECAUSE …
• Which new growth spaces are worth considering at all	• growth search otherwise only runs along familiar tracks.
• Which 3–5 opportunities deserve validation	• not every idea deserves the same attention.
• Which spaces you deliberately choose not to pursue	• without prioritization, no focus emerges.

VALUE LEVER 1 · DESIRED OUTCOME

A prioritized portfolio of new growth spaces — not another idea pile.

You gain a structured opportunity map — not another brainstorming workshop:

- **Adjacent spaces become systematically visible.** Market, customer and technology adjacencies are mapped along one shared logic.
- **Your 3–5 strongest opportunities are prioritized.** Each space receives a clear decision: pursue (→ Idea to Market), monitor or discard.

VALUE LEVER 2 · HIGH DECISION CONFIDENCE

Your prioritization holds up because signals come before opinions.

The Growth Opportunity Radar answers three questions:

- **Map growth spaces.** Market adjacencies, unresolved customer problems and technology shifts are connected in one shared map.
  Result: a complete search field instead of random individual ideas.
- **Test signals, not opinions.** Customer demand, competitive moves and technology maturity are backed with evidence for each space.
  Result: proven opportunities instead of internal conviction.
- **Shape prioritizable spaces.** Market size, strategic fit and feasibility determine pursuit, monitoring or discard.
  Result: an opportunity portfolio that feeds directly into Idea to Market or Where to Play.

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VALUE LEVER 3 · FAST DECISION

After approx. 7 weeks, the first go/no-go is made – then the strongest growth spaces are validated.

The program shortens the path from a vague growth ambition to a prioritized, evidence-backed opportunity portfolio and then takes the strongest spaces through validation.

- **Weeks 1–2: Open the search field.** Market, customer and technology adjacencies are systematically mapped.
- **Weeks 3–5: Test the signals.** Demand, competitive and technology evidence is gathered for each space.
- **Weeks 6–7: Prioritize the portfolio.** Spaces are assessed; the first go/no-go assigns each space a pursue, monitor or stop decision.
- **Afterwards: Validate the opportunities.** Customer value, demand and business model of the prioritized spaces are tested; each opportunity receives a go, adapt or stop.

> **Program principle.** First open the search field, then narrow with evidence, then prioritize and validate. Speed comes from one shared search logic — not from less rigor.

VALUE LEVER 4 · LOW MANAGEMENT EFFORT

Your leadership team stays decision-ready in day-to-day business.

Strat-Exx structures the search, consolidates signals and moderates the prioritization — without broad ideation workshops or parallel projects.

Only four inputs are required from your organization:

- access to market, customer and competitive data,
- perspectives from strategy, sales, product/R&D and marketing,
- existing ideas, observations and early indicators,
- management decisions for final prioritization.

VALUE LEVER 5 · LIMITED INNOVATION RISK

No investment until a space is proven and prioritized.

The greater risk is not an early stop decision. It is investing resources in favorite ideas rather than spaces with proven signal.

The program limits this risk:

- Every space is assessed against the same criteria — no favorite ideas.
- No space receives budget without signal evidence.
- Pursuit happens deliberately through Idea to Market — not as a parallel project.
- Stop is an equally valid outcome as pursuit.

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> **Methodology note.** The Growth Opportunity Radar combines adjacency and trend analysis with structured evidence assessment — built to shift growth search from opinions to provable signals.

By project end, all decision-relevant evidence is on the table:

A. a complete **opportunity map** covering market, customer and technology adjacencies,

B. an **evidence profile** per growth space covering demand, competition and technology maturity,

C. **three to five** prioritized opportunities with market size, fit and feasibility,

D. a clear **decision** per space: pursue, monitor or discard,

E. a **handover logic** into Idea to Market for spaces worth pursuing,

F. a **documented search logic**, repeatable for the next cycle.

> **The benchmark.** The number of ideas collected does not matter; what matters is whether a few proven opportunities find their way into validation — and weak spaces are consistently discarded.

Which growth spaces are you overlooking today— because your search only looks where you already look?

YOUR CONTACT



Dr. Clemens Oertel

CONFIDENTIAL STRATEGY CONVERSATION

30-MINUTE CONVERSATION

Via Google Meet · book anytime

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