

More revenue options from assets, you already own.

When “Overlooked Asset Monetization” is especially valuable

Data, technology, service know-how, brand, customer access and partnerships remain economically underused. At the same time, new innovation initiatives demand additional capital. The key decision is which existing strengths can support new revenue.

Specifically, this means deciding:

DECIDE	BECAUSE ...
Which previously underused assets are economically relevant	an existing strength alone does not constitute a revenue option customers will buy.
Which three to five asset-based revenue options to pursue further	the customer problem and willingness to pay must be validated before major capital is committed.
Which options receive capital, further validation or a Stop decision	new innovation initiatives otherwise overlook what already exists and tie up resources.

VALUE LEVER 1 • DESIRED OUTCOME

Clarity on which existing assets can support new revenue.

You gain an investment-ready asset portfolio—not an asset list:

- **Your previously underused strengths become visible.** Data, technology, brand, service know-how, customer access and partner relationships are systematically inventoried.
- **Three to five concrete revenue options become investable.** Each option receives market evidence, initial economics and a clear decision: invest, pursue further or stop.

VALUE LEVER 2 • HIGH DECISION CONFIDENCE

Your investment decision holds up because an asset creates value only when it creates customer value.

The Asset-to-Opportunity Map tests three investment questions:

- **Identify economically relevant assets.** Data, technology, IP, brand, know-how, customer access and partnerships are assessed for uniqueness and usability.
Result: a complete view of previously overlooked company strengths.
- **Validate a customer problem worth paying to solve.** The strongest assets are linked to specific problems, use cases and willingness to pay.
Result: three to five plausible revenue options instead of an abstract asset list.
- **Decide investability.** Market evidence, economics, strategic fit and feasibility are compared in short tests.
Result: a management decision: invest, pursue further or stop.

VALUE LEVER 3 • FAST DECISION

In approx. 7 weeks, your prioritized asset investment portfolio is ready

The sprint shortens the path from previously underused strengths to a small number of substantiated revenue and investment options.

- **Weeks 1–2: Make assets visible.** Underused data, technology, access, brand and know-how are inventoried and assessed.
- **Weeks 3–5: Validate revenue options.** Customer problems, willingness to pay and initial economics of the strongest options are tested.
- **Weeks 6–7: Decide the investment.** Options are compared, the management decision is made and the 90-day validation is defined.

Sprint principle. First make existing strengths visible, then test customer value and economics, then release capital. Speed comes from short evidence tests—not another round of ideas.

VALUE LEVER 4 • LOW MANAGEMENT EFFORT

Existing assets and a small number of market contacts form the working foundation.

Strat-Exx connects existing company strengths with specific customer problems and initial market evidence—without a major innovation program.

Only four inputs are required from your organization:

- access to existing data, technology, IP, brand and customer access,
- perspectives from Market, Sales, Service, Technology and Finance,
- a small number of targeted customer or partner contacts for validation,
- management decisions at clearly prepared investment gates.

VALUE LEVER 5 • LIMITED INVESTMENT RISK

No new innovation budget until the value of what already exists has been tested.

The greater risk is not starting a new innovation initiative later. It is building additional capital and capabilities while existing data, access, technology and know-how remain economically unassessed.

The sprint limits this risk:

- All relevant assets are systematically made visible—not just obvious IP.
- The customer problem and willingness to pay are tested before major capital is committed.
- Non-viable options are stopped early; capital follows only after evidence.
- Every top option receives initial economics and a clear next investment gate.

Proven experience. At an industrial company, two non-viable investments were stopped after 7 weeks and €1.2 million of R&D budget was redirected to more robust asset-based options.

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

- A. a complete **Asset-to-Opportunity Map** covering data, technology, know-how, brand and access,
- B. a prioritized **portfolio of three to five monetization options** with a concrete customer problem,
- C. **an** evidence profile for each option covering willingness to pay, fit and feasibility,
- D. initial **economics and investment corridors** for the strongest revenue options,
- E. a binding **management decision**: invest, pursue further or stop,
- F. a **90-day validation and investment roadmap** with next gates and owners.

The benchmark. It is not the number of inventoried assets that matters, but how many existing strengths become revenue options customers will buy and that are economically robust.

Which of your **previously underused assets** deserves **your next growth investment**?

YOUR CONTACT	CONFIDENTIAL STRATEGY CONVERSATION	SCAN & BOOK
 Dr. Clemens Oertel	30-MINUTE CONVERSATION Via Google Meet · book anytime calendly.com/clemens-oertel-strat-exx/30min	