Scaling Explorium’s Go-to-Market Strategy

**Project Objectives**

1. What top **five** industry use cases should the company pursue over the next 12-36 months that are consistent with the firm’s strategy and stakeholders’ expectations?
2. Who are the key providers of data that Explorium should seek to partner with in order to execute these use cases?

**Methodology**

**Interviews:**
- **Internal:** Interviews with CEO, CTO, COO, Head of Data Partnership, Head of Customer Success, VP of Data Science, Head of Product, Data Enrichment Manager, Head of Marketing, Sales Forces.
- **External:** Contacted with 217 data scientists all over the world from MIT alumni network, got 12 effective responses; Interviewed with 2 MIT professors; Interviewed with 5 MBAns in MIT Sloan

**Desktop Research:**
- Government resources; Academic resources; Media resources.

**Findings and Analysis**

**Evaluation Flow**

- We leveraged qualitative measures including:
  1. Repeatable: if data assets including learnings can be applied across industries
  2. Scalable: if data assets including learnings can be applied across countries
  3. Feasible: if the data is highly regulated
  4. Valuable: if the prediction can be improved using external data

- We identified the total addressable market (TAM) for each industry using the formula: \[ \text{TAM} = \text{# of companies} \times \text{% of medium sized companies} \times \text{% of companies adopted big data} \times \text{# of use cases} \times \text{revenue/company} \]

- We put together a 14 (use cases) x 16 (industries) matrix listing out major use case and industry combinations leveraging the North American Industry Classification System (NAICS) and data science publications.

**Use Case Heat Map**

**Top 5 Use Cases**

- **Use case 1:** Repetitive purchase prediction in retail industry
- **Use case 2:** Employee retention rate analysis in professional services industry
- **Use case 3:** Re-admission rate of patients in healthcare industry
- **Use case 4:** Rent price prediction in real estate industry
- **Use case 5:** Customers’ engagement with advertisement in information industry