

# CapitalCase Sprint™ Clarity Scope



## MARKET ATTRACTIVENESS

### Is the winnable market large enough to matter?

- What is the realistic winnable market available to a credible entrant?
- How large could the opportunity become over the next 3–5 years?
- Is the market growing, stable, or declining?
- What structural forces are expanding or constraining the market?
- Is the opportunity large enough to justify leadership attention and capital?
- How concentrated is demand (few large buyers vs fragmented market)?
- Is the opportunity adjacent to the client's current capabilities or entirely new?



## CUSTOMER NEED STRENGTH

### Will customers actually adopt and pay?

- What specific problem does the offering solve?
- How painful or costly is that problem for customers today?
- How are customers currently solving the problem?
- What evidence exists that customers want a better solution?
- Are customers already spending money to solve this issue?
- Who inside the customer organization owns the problem and the budget?
- How compelling is the value improvement vs current alternatives?
- Is willingness to pay clear or speculative?



## COMPETITIVE ADVANTAGE

### Can we realistically win?

- Who are the credible competitors already pursuing this opportunity?
- How mature and capable are those competitors?
- What advantages do incumbents currently hold?
- What would a new entrant need to match or exceed competitors?
- Does the client possess unique assets or capabilities that create advantage?
- Are there structural barriers to entry?
- How difficult would it be to differentiate meaningfully?
- What level of investment and time would it take to become competitive?



## ADOPTION READINESS

### Is the market ready now — or too early?

- Are customers actively seeking solutions today?
- What triggers adoption for buyers?
- Are there technological, regulatory, or behavior barriers slowing adoption?
- Is the opportunity emerging, early growth, or mature?
- What events or trends are accelerating adoption?
- Are there infrastructure or ecosystem dependencies required for success?
- How long might it take for the market to reach meaningful adoption?



## EXECUTION RISK

### What risks could undermine the opportunity?

- What capabilities would the company need to build or acquire?
- What operational challenges could delay or derail execution?
- Are there regulatory, supply chain, or technology risks?
- How dependent is success on partners or ecosystem players?
- What internal constraints could slow execution?
- How long would it realistically take to reach meaningful market traction?
- What are the major failure modes seen in similar initiatives?



## ECONOMICS

### Do the economics justify the investment?

- What is the expected revenue potential over the first 3–5 years?
- What pricing levels are realistic in the market?
- What margins are typical in this category?
- What level of investment is required to enter and scale?
- What is the expected payback period?
- How sensitive are returns to market share assumptions?
- What scale is required to achieve acceptable profitability?