

ClearPath Sprint™ Clarity Scope



MARKET REALITY

Is the opportunity structurally real — or primarily hype?

- What forces are causing this opportunity to emerge?
- Is real adoption occurring today, or mostly discussion and experimentation?
- Is activity accelerating, stable, or early but credible?
- Is this likely to persist for 5–10 years?



OPPORTUNITY SCALE

Could this opportunity become strategically meaningful?

- How large could the addressable market become if adoption continues?
- What share of that market could realistically be captured?
- What revenue ranges could credible participants achieve?
- Is the opportunity expanding quickly or slowly?



CUSTOMER PROBLEM CREDIBILITY

Is there a clear and widely recognized problem being solved?

- Do customers widely acknowledge the problem?
- How consistently is the problem described across the market?
- How costly or disruptive is the problem today?
- Who inside the organization cares about solving the problem?



COMPETITIVE ACTIVITY

Are credible companies actively pursuing this space?

- Which companies are actively building products or services in this space?
- Are venture capital or strategic investors funding this area?
- Are major companies entering through partnerships, acquisitions, or product launches?
- Is the market crowded, forming, or still largely open?



STRATEGIC ADJACENCY

Does the opportunity logically connect to the company's existing business?

- Which of the company's existing capabilities apply to this opportunity?
- What capabilities would need to be built or acquired?
- Are the target customers already served by the company?
- Does pursuing this opportunity strengthen the company's core business?