



CATALYST

Catalyst Application Guidelines

Use the NABC framework to describe your business proposition. Try to be succinct and specific. Ensure that you provide quantitative information and, wherever possible, avoid qualitative statements.

Need

What is the important customer and market Need addressed by your business?

A need should relate to an important and specific client or market opportunity, with market size and end customers clearly stated. What problem does your product/service address? Have you identified routes to market? How will your product/service be sold to customers?

Approach

What is the unique Approach for addressing this need?

What is your compelling solution to the specific client need? Give a full description of your product/service. As far as possible, include market positioning, cost, staffing, partnering, deliverables, a timetable and intellectual property (IP) protection. Who is currently involved in your business and who else do you hope to involve? How have you financed the business to date? What are the most critical elements in the development of your business?

Benefits

What are the specific Benefits that result from this approach?

What are the client benefits of your approach? Each approach to a client's need results in unique client benefits, such as low cost, high performance or quick response. What benefits will your business gain from the approach? What margins will you achieve? What market share do you expect to capture? What growth do you anticipate?

Competition

How are the Benefits superior to the Competition's and the alternatives?

Why are your client benefits significantly better than the competition? Everyone has alternatives. You must be able to tell your client why your solution represents the best value. Who are your competitors? What alternatives does the client have? What are the barriers to entry for players in the market? If you are introducing a disruptive technology, how will you break into supply chains?

