Predict Future Revenue

The Strategic Problem for Business Clients

Rapid change accelerates the obsolescence of products and services, rendering an estimated 85% of B2B companies at increased risk because they don't know whether their Innovative Capability is keeping pace with the rapidly changing expectations of their customers…or the **Impact of this on their Revenue**. Without this crucial data **Strategic Plans** and **Financial Projections** are at **Risk**.

The Solution

Customers rate their expectations of a business as an innovative problem solver. This criterion gets to the core of a B2B business's ongoing relevance to its customers and forms the basis for predicting its future performance. It measures the value customers place on **their** solution in the context of the pace of change they are experiencing in their business, and the likelihood of the customer retaining that business as a supplier into the future. **Algorithms calculate the impact of this on the sustainability of a business's revenue**. (See summary example below)

Predict your Future Revenue

New Business Intelligence on how you feature in Customers' Growth Plans?
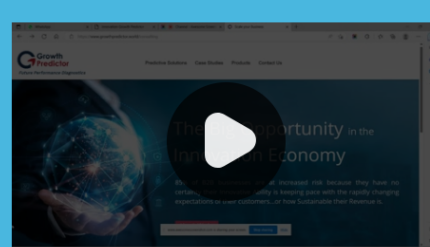
Demonstration

This strategic business intelligence from your customers, gives you decisive new data on your revenue risks and opportunities. Your interactive **Innovation-Growth Predictor** measures the extent to which your innovative capability is keeping pace with the rapidly changing needs of each customer, and **Predicts** the impact of this on your **Future Revenue**. Predictive data from each customer enables you to pinpoint risk and opportunity early, giving you a head start to engage your organisation effectively, lift profitability and win market share from competitors.

Your single criterion innovation assessment measured your customers' expectations of your company and how likely they are to seek solutions to their changing problems from your company before approaching your competitors. The higher your score from each customer, the less vulnerable your business is to competitors. Knowing which customers you are close enough to, to engage in their growth challenges, is fundamental to winning and retaining market share in the innovation economy.

The objective of this analysis is to help you:

1. **Determine** to what extent innovation is necessary to maintain or improve current revenue
2. **Predict** risk to avert its impact
3. **Identify** missed opportunities you can convert into immediate sales
4. **Develop** new levels of trust with customers to learn about their future needs before competitors
5. **Start** new conversations focused on new solutions provided by you
6. **Convert** these unique opportunities into new sales now
7. **Win** and retain market share
8. **Support** funding applications with predictive data
9. **Lift** the valuation of your business
10. **Achieve** your business's objectives with confidence

Range Band 4 (Collapse)	Range Band 3 (Decline)	Range Band 2 (Growth)	Range Band 1 (Acceleration)
Scores < 4 indicate no expectation of future value by customers, nor interest to continue the relationship.	Scores ≥ 4 < 6.5 indicate low customer expectations and therefore low prospects for retaining them. Revenue from these customer is vulnerable to innovative competitors. However, a concerted effort to get close to these customers to identify unique opportunities to exploit, will transform your results.	Scores ≥ 6.5 < 8 indicate modest to high customer expectations of future value, with a solid foundation to explore changing needs to give direction to company innovation. Delivering new innovative value will retain these customers into the future and drive revenue growth.	Scores ≥ 8 indicate strong customer expectations of future value not easily replicated or replaced by a competitor. You can expect an 'open door' to explore new opportunities with these customers. Scores suggest confidence to base pricing on value.

Revenue Impact Summary

Click Range Band to view graphs below	Percentage of Customers
Range Band 1	9.09%
Range Band 2	33.33%
Range Band 3	48.48%
Range Band 4	9.09%
View All	
Click each company name in the graphs below to record your planned actions	

Assessment Participation

Total Invitations	33	
Total Responses	33	100% of Total
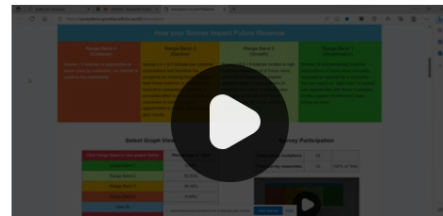
The Revenue Impact Summary measures:

- **Consistency** of **value to customers** (Percentage in each Range Band)
- **Revenue Growth** prospects (Percentage of customers in Range Bands 1 and 2)
- **Risk to Revenue** (Percentage of customers in Range Bands 3 and 4)

Note:
- The percentage of customers in each Range Band denotes the extent of current risk and opportunity
- It is a predictive measure, the impact of which might be 6-18 months into the future
- Early action (see last section in this document) will mitigate risk and accelerate opportunity

Assessment Participation

This is a filter to identify customers that have chosen not to participate in the assessment. It is likely that these customers are poor prospects going forward for one of 2 reasons:

- They have already decided that the supplier does not feature in their growth plans
- Or, their own ability to innovate and grow is in doubt

Clicking each on Range Band in the **Revenue Impact Summary** table opens the **Sustainability of Revenue** graph from each customer in that Range Band. (See next page)

Sustainability of your Current Revenue

Customer Expectations

Rank	Customer	Score		Date	Previous Score
1	Hooper's Store	8.50		02/2023	
2	Black Mesa	8.20		03/2023	
3	Globex	8.00		03/2023	
4	Jones & Sons Consulting	7.80		03/2023	
5	Cyberdyne Systems Corp	7.75		03/2023	
6	Blue Cat Hotel	7.65		03/2023	
7	Genco Oil	7.50		03/2023	
8	Duke & Duke	7.30		03/2023	
9	Entertainment 720	7.20		03/2023	
15	Umbrella Corp	6.30		03/2023	
16	Gregarious Systems	6.20		03/2023	
17	Williams Publications	6.00		03/2023	
18	New Tech Systems	5.95		03/2023	
19	Powerlearn Training	5.80		03/2023	
20	ABC IT Services	5.75		03/2023	
31	Blades Technology	3.80		03/2023	
32	Inflight Services	3.75		03/2023	
33	Big Time Logistics	3.70		03/2023	

Scale: 0　2.5　4.5　5　5.5　6　6.5　7　7.5　8　8.5　9　9.5　10

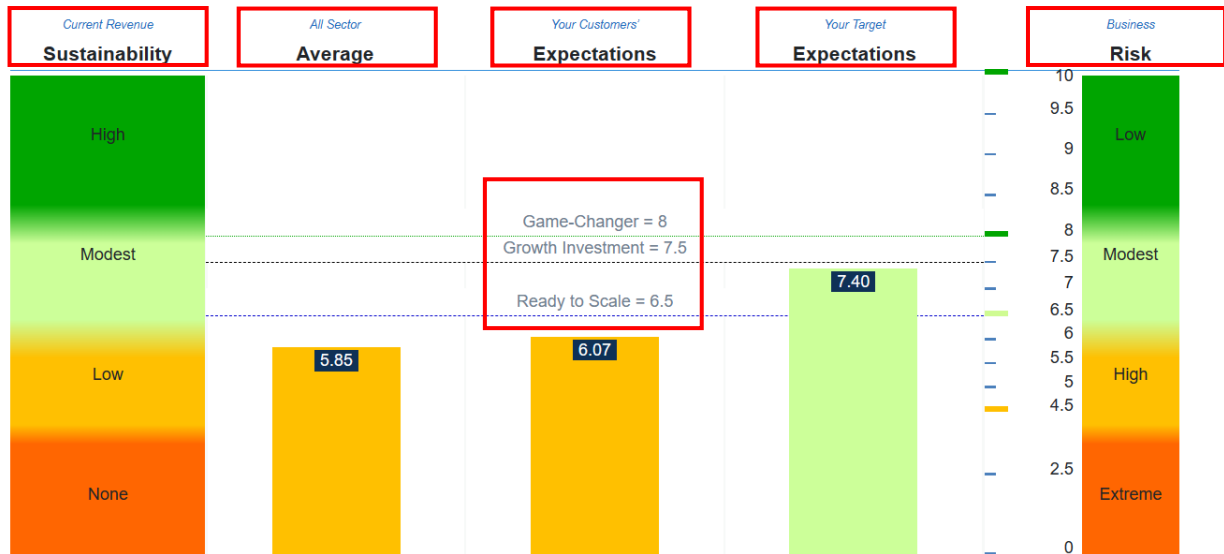### Customers rate their expectations of a supplier as an innovative problem solver

This criterion gets to the core of a B2B business's ongoing relevance to its customers and forms the basis for predicting its future performance. This fundamental measure of the value of a supplier to a customer is universally applicable to B2B companies irrespective of the **pace of change** in the sector they operate in, because all customers' needs are changing – albeit at a different pace.

The Score and Range Band colour (see table above) **measures the Sustainability of Revenue from each customer because it assesses:**

- How well a company and its product or service is **still solving the customer's problem**

- Customers' expectations of a company to **keep pace with their changing needs**

- The likelihood of the supplier **retaining this customer into the future**

Your Revenue Opportunities and Risks in the Innovation Economy

Current Revenue Sustainability	All Sector Average	Your Customers' Expectations	Your Target Expectations	Business Risk

High | Modest | Low | None

Game-Changer = 8
Growth Investment = 7.5
Ready to Scale = 6.5

5.85 | 6.07 | 7.40

Low | Modest | High | Extreme

The tools provided below this main graphic in the Innovation-Growth Predictor, are used to adjust the overall Customer Expectation score to reflect the actual revenue generated in each Range Band, and to set weighted Target Scores.

The graphs above provide key measures of a business's:

- Innovative **capability**

- Revenue **opportunities and risks** in the innovation economy

- **Competitive position** in relation to the All Sector Average

- **Growth targets** from lifting customer expectations

- Strategic and operational **effectiveness**

- Likely potential as an **investment**

Customer Expectations

Create New Expectations for Williams Publications ✕

Customer reasons for Score (This feedback from the customer is the key to your innovative advantage)

Opportunities to Pursue

Problems needing a New Solution

Actions to Take

Person Responsible (and date)

Priority (1-5)

Save

24	Macmillan Toys	4.85		03/2023	
25	Hudson Raath Holdings	4.75		03/2023	
26	Brilliant Foods	4.20		03/2023	
27	Dillings Logoistics	4.20		03/2023	

Revenue gains are achieved by creating an Innovative Advantage that lifts Customer Expectations

New conversations are started and documented in the Innovation Growth Predictor. Target Expectations are reached by:

- **Identifying** missed opportunities that can be converted into immediate sales

- **Developing** new levels of trust with customers to learn about their changing needs before competitors

- **Focusing** on new solutions provided by the company

- **Converting** these unique opportunities into new sales - now

- **Predicting** future revenue and growth