

Digital Solutions – use cases, monetisation models and market discovery

In the rapidly evolving digital landscape, organisations are constantly seeking innovative ways to leverage technology and capitalise on new opportunities. The presentation "Digital Solutions – Use Cases, Monetisation Models, and Market Discovery" explores the transformative power of digital solutions and how businesses can identify, create, and monetise these opportunities.

Identifying Use Cases:

Understanding the diverse applications of digital solutions is vital for organisations looking to innovate. This section of the presentation delves into the process of identifying potential use cases and what needs to be understood at this stage.

Developing Monetisation Models:

While digital solutions offer tremendous potential, unlocking their value requires effective monetisation strategies. The presentation explores various proven models, offering insights into how businesses can strike the right balance between generating revenue and delivering value to customers.

Market Discovery and Validation:

Understanding the market landscape is crucial for the successful implementation of digital solutions. In this segment, Michael will explore how Tonkin + Taylor have conducted thorough market research, identified target audiences, and validated demand for their digital products and solutions.