Selfstorming

FRAMEWORK TEMPLATE

Ansoff Matrix

A growth-planning tool: lays out the four ways a company can grow - and how risky each one gets. Origin: H. Igor Ansoff

MARKETS \ PRODUCTS	EXISTING	NEW
EXISTING	**MARKET PENETRATION**	**PRODUCT DEVELOPMENT**
NEW	**MARKET DEVELOPMENT**	**DIVERSIFICATION**

- **MARKET PENETRATION:** Existing product, existing market. How to grow share, usage, or frequency where you already operate. Lowest risk.
- **PRODUCT DEVELOPMENT:** New product, existing market. New offerings for customers you already serve. Moderate risk.
- **MARKET DEVELOPMENT:** Existing product, new market. Taking a proven product to new geographies, segments, or channels. Moderate risk.
- **DIVERSIFICATION:** New product, new market. Building something new for an audience you don't yet serve. Highest risk.