

# Documenting Ecosystem Best Practices



| digiole

# HippoRadar®



# Application

Concept  MVP  Mature

Owner

What is the purpose of the application?  
**To help evaluate, rate and rank business cases for growth funding and support**

To whom is this application targeted for?  
**Growth Financiers: VCs, corporations, public funding programs  
Accelerators, incubators, startup competitions and events**

What benefits do users get?  
**All companies evaluated, scored & ranked on 35 strategic topics  
Online debrief session (2h) on the company portfolio report  
Comprehensive financier reports on each evaluated company**

> Formation >

> Validation >

**X**

> Growth >

## Application Description

1. **Customer decides how many business cases are to be engaged**
2. **The teams (3-10 people/case) are invited to respond to HippoMeter, the confidential founder interface of HippoRadar**
3. **All teams receive an online HippoMeter Report containing confidential intelligence for strategic internal improvements**
4. **Customer receives an online Company Report on each business case, a Portfolio Report with all business cases comparably rated and ranked, and an Expert Debrief on key findings**

Application type (Mobile app, Web, API's, etc.) **Web**  
Available language version(s) **English only (localised versions in pipeline for single language home market companies)**

Where is this available (market(s))? **Global**  
How can users find it? **Via company site and distributors**

What is this applications key value measure?  
*(more KPI's on the other side)*  
**Reliable and comparable rating of businesses for growth financing**

Related application(s) before this one?  
**HippoMeter®**

Related application(s) after this one?  
**HippoRadar pro (under development)**

# Application

This is a workshop canvas version. Text document version is available for [download](#).

What is the target of the service?

**To improve the reliability and efficiency of selection of business cases for growth financing and support**

KPI's of users using the application?

- **All business cases rated and ranked by 35 strategic assets**
- **Comparative positioning of the applicants in peer groups**
- **Ability to define unique selection criteria by 7 main elements, 35 strategic assets and/or 203 individual measurements**
- **Improved reliability of evaluation results**
- **Decreased evaluation costs for the Customer**
- **Decreased costs on the application process for Founders**
- **Significant feedback value generated to each applicant**
- **Increased overall efficiency of the growth funding process**
- **Shift of resources from evaluation to portfolio support enabled**

Application providers KPI's?

- **100 Customers served in 2021**
- **95% satisfaction rate among Customers**
- **HippoRadar Pro introduced in Q4/2021**
- **75% conversion rate to HippoRadar Pro account owners**
- **1000 Business Cases evaluated in 2021**
- **90% satisfaction rate among the engaged venture teams**
- **HippoMeter Pro introduced in Q3/2021**
- **67% conversion rate to HippoMeter Pro account owners**

Technology description ("stack")

**HippoRadar rests on the industry-trusted Safetypass.EU platform, only a browser and Internet connection required from end-user**

Open Standard Compliance (none/started/low/med/high)

**High integration possibilities via API interfaces**

Licensing model(s) (SaaS, Shared Source, Open Source)

**One time use fees based on the number of engaged business cases**  
**Account based monthly fees for multiple use (under development)**

Support (Yes, No, Via Partner)

**Yes, both directly and via partners**