

**We want to help you refine,
revise, or even *throw out*
your “great” ideas...**

What will *you do?*

Jump *In*



3 *Months*

50+? *Interviews*

Jump *In*



But *why?*



Everyone has *a plan...*

...until he gets *punched in the face.*”



Three *Fits*

Search for...

Problem-Solution Fit

***“Can you identify and validate a
problem or need that enough people
care about?”***

“Do you have a **feasible solution** (idea or innovation) for meeting this problem or need?”

Search for...

Product-Market Fit

*“Can you build and deliver a **product/**
service that satisfies the customer
problem or need?”*

...OR...

“Can you design and deliver a new process improvement that satisfies the stakeholder problem or need?”

Search for...

***Business or Process
Model Fit***

***“Can you validate and implement a
repeatable and scalable business or
process model?”***

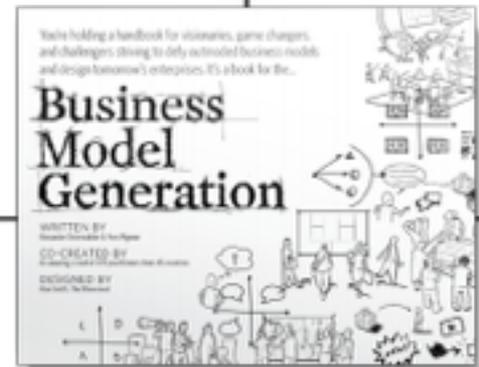
What's a *Business Model*?

Process

What's a ~~*Business Model?*~~

... how a team *creates,*
delivers, and captures value.

Business Model *Canvas*



**We will focus on *customers*
(*stakeholders*) and value
propositions, but...**

We will focus on *customers*
(*stakeholders*) and *value*
propositions, but...

there are other *critical parts*
of the model to consider.