The 9 Step Corporate Entrepreneurship Roadmap

1. Vision & Team
   - Cross-functional team... Big, hairy, audacious goals

2. Problems & Opportunities
   - Gain deep insights into customer tasks, pains, challenges, goals and values.

3. Market & Customer
   - Segment the market. Zero in on the early adopters.

4. Business Model
   - Sketch your solution. Get rapid, structured feedback from the target market.

5. Value Proposition
   - Develop and validate your core marketing messages.

6. Channels, Revenues & Costs
   - Develop the financial and distribution models.

7. Growth Experiments
   - Systematically develop and launch experiments to shift the dial on growth.

8. Innovation Accounting
   - Track the leading metrics that are predictors of growth.

9. Scale
   - MVP. Soft launch. Focus on learning not selling. Possibly get your first paying customers.

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INTRAPRENEUR NATION