

CUSTOMER DISCOVERY

THE 9 STEP CORPORATE ENTREPRENEURSHIP ROADMAP



VISION & TEAM
Cross-functional team... Big, hairy, audacious goals



MARKET & CUSTOMER
Segment the market. Zero in on the early adopters.



PROBLEMS & OPPORTUNITIES
Gain deep insights into customer tasks, pains, challenges, goals and values.



SKETCH
Sketch your solution. Get rapid, structured feedback from the target market.

VALUE PROPOSITION
Develop and validate your core marketing messages.



CHANNELS, REVENUES & COSTS
Develop the financial and distribution models.



PIVOT

GROWTH EXPERIMENTS
Systematically develop and launch experiments to shift the dial on growth.



INNOVATION ACCOUNTING
Track the leading metrics that are predictors of growth.



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



SCALE



LEARN

BUSINESS MODEL

ENGINE OF GROWTH