## Contents

Foreword ix

**PART I: The DNA of Your Business Concept** 1

Chapter 1: Why Would the World Care About Your Idea? 3
  The Warm-Up: Singular Pain Point Defined 5

Chapter 2: Build an Evolutionary Prototype 14
  The Warm-Up: Evolutionary Prototype Defined 16

Chapter 3: Define the Value Proposition 23
  The Warm-Up: Value Proposition Defined 25

Chapter 4: How Are You Going to Make Money? 33
  The Warm-Up: Revenue Model Defined 35

Chapter 5: Who Is the Ideal Customer for Your Product or Service? 44
  The Warm-Up: Market Segment Defined 46

Chapter 6: Build a Lean Feature Set 53
  The Warm-Up: Lean Feature Set Defined 55

Chapter 7: Who Can Help You Reach Your Goals Faster? 62
  The Warm-Up: Collaboration Defined 64

Chapter 8: How Can You Trigger a Sudden Increase in Sales? 72
  The Warm-Up: Catalyst Defined 74

Chapter 9: Is Your Business Idea Scalable? 81
  The Warm-Up: Scalability Defined 83

Chapter 10: Do You Have a Sustainable Money-Making System? 90
  The Warm-Up: Business Model Defined 91
PART II: The Feasibility Study 101
Chapter 11: What Do You Bring to the Table? 103
   The Warm-Up: Self-Assessment Defined 105
Chapter 12: Why Will Your Business Succeed? 118
   The Warm-Up: Business Case Defined 120
   Business Case: Why Do You Feel that You Have a Winning Business Idea? 120
Chapter 13: Is Your Idea Technically and Financially Feasible? 126
   The Warm-Up: Feasibility Study Defined 128
   The Feasibility Study 128

PART III: The Product Roadmap 135
Chapter 14: Managing Your Product Roadmap 137
   The Warm-Up: Product Roadmap Defined 139
Chapter 15: What Is the Story Behind Your Concept? 146
   The Warm-Up: Storytelling Defined 148
Chapter 16: What Do You Want Your Business to Be Known for? 154
   The Warm-Up: Branding Defined 156
Chapter 17: What Product Will Customers Be Willing to Pay You for? 164
   The Warm-Up: Product Definition Defined 166
Chapter 18: Should I Buy or Build My Product? 174
   Warm-Up: Product Development Defined 176

PART IV: Defining Your Market 185
Chapter 19: The Business Cycle 187
   A Top-Down Approach to Researching Your Market 189
   The Warm-Up: The Business Cycle Defined 190
Chapter 20: Industry Analysis 196
   The Warm-Up: Industry Analysis Defined 198
Chapter 21: The Competitive Landscape 207
   The Warm-Up: The Competitive Landscape Defined 209
Chapter 22: Target Market Analysis 216
   The Warm-Up: Target Market Analysis Defined 218
**PART V: Go-to-Market Strategy**

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter 23: How Do You Plan to Launch Your Business?</td>
<td>229</td>
</tr>
<tr>
<td>The Warm-Up: Go-to-Market Defined</td>
<td>232</td>
</tr>
<tr>
<td>Chapter 24: Where Will You Sell Your Products and Services?</td>
<td>239</td>
</tr>
<tr>
<td>The Warm-Up: Distribution Channels Defined</td>
<td>241</td>
</tr>
<tr>
<td>The Warm-Up: Strategic Relationships Defined</td>
<td>253</td>
</tr>
<tr>
<td>Chapter 26: How Will You Get the Word Out?</td>
<td>261</td>
</tr>
<tr>
<td>The Warm-Up: Marketing Program Defined</td>
<td>263</td>
</tr>
<tr>
<td>Chapter 27: How Will You Generate Sales?</td>
<td>273</td>
</tr>
<tr>
<td>The Warm-Up: Sales Process Defined</td>
<td>276</td>
</tr>
<tr>
<td>The Warm-Up: Proof-of-Concept Defined</td>
<td>285</td>
</tr>
</tbody>
</table>

Conclusion 292
Glossary 296
Endnotes 305
Acknowledgements 311
About the Author 312
Index 313
Looking for More? 325