

# VALIDATION FRAMEWORK

GET THE COMPLETE FRAMEWORK FOR FREE

## Strategic Fit

**Vision.** Is the product vision aligned with your company vision, goals and future portfolio?

**Unfair advantage.** What is your right to play?

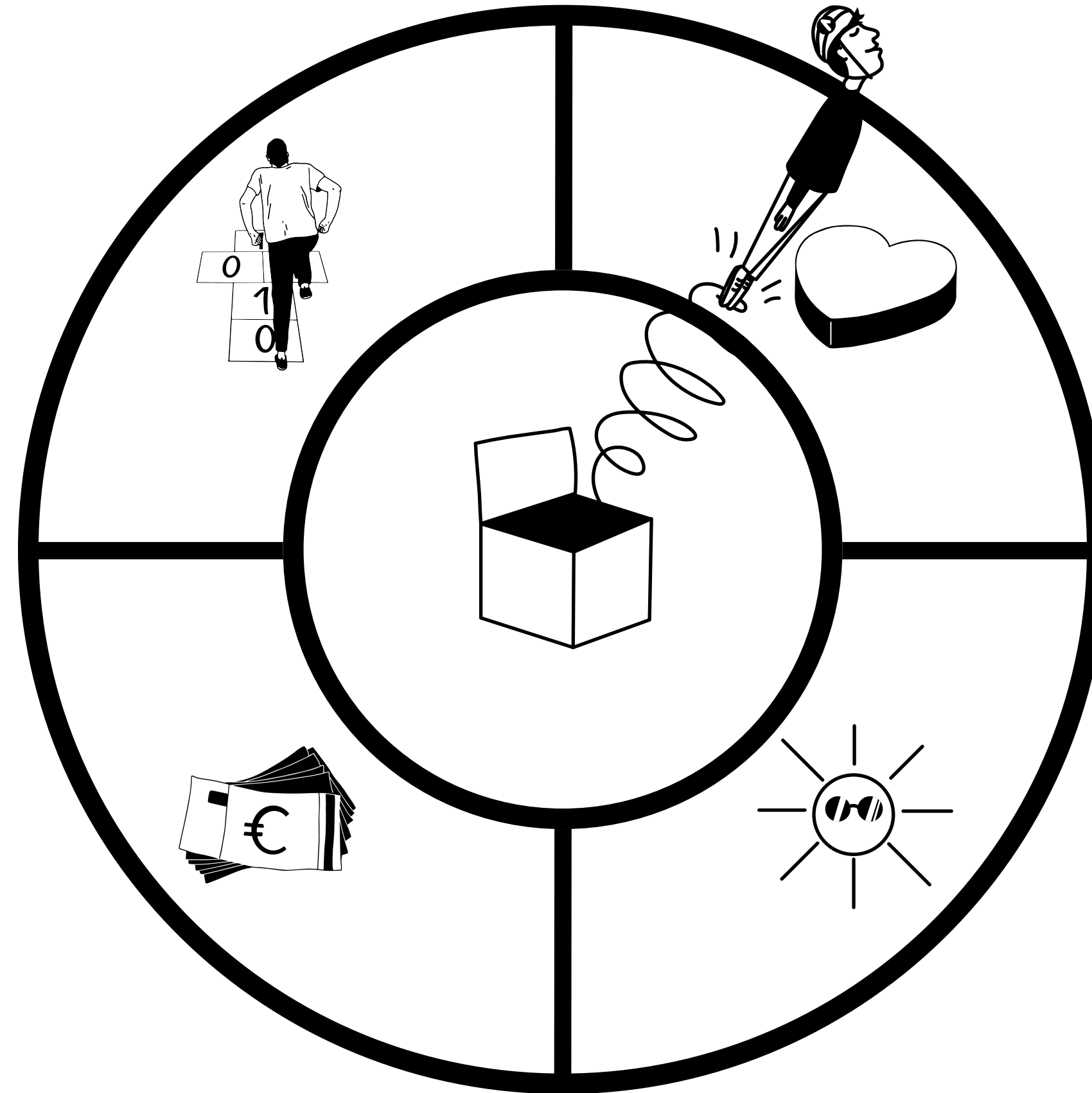
**Commitment.** Are all stakeholders informed and committed?

## Viability

**Business model.** How do you benefit from the new product? What are the related costs (execution, maintenance, operation costs)?

**Go-to-market.** How do you find your first, 10, 100, 1000,... customers? How do you drive adoption?

**Turnover.** What are the expected revenues?



## Desirability

**Target group.** Are your target customers and users clearly defined?

**Problem validation.** What problem are you solving and do your users have this problem?

**Problem-solution-fit.** Does your product solve the issue?

**Market positioning.** What is the USP of the solution? Who are the competitors?

## Feasibility

**MVP score.** Are scope and requirements clearly defined?

**Resources.** What are the necessary resources and are they available?

**Dependencies.** Are all dependencies identified (legal, infrastructure, key partners, current product portfolio)?