

## **The New Venture Development Process**

- Formal Ideation and Creativity Processes that yield tangible results
- Problem-Solving in existing Product-Service Markets with Feasibility Analysis and Risk Mitigation
- Stages of Product-Service Development and Market Adoption
- Pricing Variations and determining the Demand Curve for the Proposed Innovation
- Sensitivity Analysis and “what if?” Scenario Simulations of Pricing, Costs, Demand, Profit
- Formulating a detailed Sales Strategy with Multiple Market-Penetration Tactics
- Infrastructure, Regulatory-Compliance, Rent vs. Own, Lease vs. Buy, IP Protection
- Sources + Uses of Funds, 12-month Pro-formas, Time to Revenue, Time to Breakeven, Growth and Profitability with 3-5 Year Potential Performance
- Cap-Sheets, Debt vs. Equity Funding Alternatives, Valuation Techniques, ROI-Assessment Metrics