

Complete FUSE Framework with Blackbox Integration

Phase 1: Find Problems Worth Solving

The purpose of this phase is to identify problems that are genuinely worth solving.

They must be painful enough that the company sees this as a pressing issue.

They must fall within your competency — you must be able to solve this problem effectively and credibly.

This can be done by asking the company directly, or because you're already aware of problems they have.

We do this by completing the table below:

F.U.S.E. Problem Table

Problem	Pain (1–5)	Aware (1–5)	Can You Fix (1–5)	Score

Step 1: Identify a List of Problems — Operations & Processes

This can be done by asking the company directly, or because you're already aware of problems they have.

Diagnostic Questions: Operations & Processes

- What's the biggest obstacle stopping your team from hitting its goals right now?
- What's one process or tool you believe is broken or outdated?
- Which recurring meetings or reporting tasks feel like a waste of time?
- Where do you see duplication of work or conflicting efforts between teams?
- What's a common blocker that consistently delays project launches?

- What's one thing we could stop doing—with little to no negative impact?

People & Team Dynamics

- Which teams or departments struggle the most to collaborate effectively?
- Who's most overburdened or stretched too thin right now?
- What's something everyone here tolerates but probably shouldn't?

Decision-Making & Strategy

- What decisions take too long or get revisited too often?
- What goals or metrics feel unrealistic or disconnected from reality?
- If a competitor were to disrupt us tomorrow, what weakness would they exploit?

Customer & Value Delivery

- Where do you think we're losing the most time, money, or customer trust?
- What complaints or recurring issues do you hear from customers or internal teams?

Vision & Imagination

- If you had a magic wand and could fix one thing in the company today, what would it be?

Step 2: Score the Pain

Identify how painful each problem really is. Does it cause them headaches every day—or is it a one-off issue?

Give each problem a score from 1 to 5 in terms of how painful it is.

Pain Scoring Table

Problem	Pain (1–5)	Score

Step 3: Score the Awareness

How aware is the company of the problem? Are they actively trying to fix it—or is it flying under the radar?

Give each problem a score from 1 to 5 based on how aware the company is of the issue.

Awareness Scoring Table

Problem	Aware (1–5)	Score

Step 4: Score Your Ability to Fix It

How easy would it be for you to fix that problem? Can you solve it with the solution you currently have? Would it require hiring staff or learning new skills?

Then give each problem a score from 1 to 5 based on how easily you could fix it.

Capability Scoring Table

Problem	Can You Fix (1–5)	Score

Any score above 10 is worth looking at so long as your ability to fix is 4 or more.

Phase 2: Unite With Your Services or Product

The purpose of this phase is to determine whether your current product or service can genuinely solve the problem the company is experiencing.

You'll do this by breaking the problem into actionable steps and mapping your current solution against it—identifying gaps, overlaps, and partnership roles.

Step-by-Step Breakdown

Step 1: Break Down the Problem

List all the steps the company currently takes to deal with this problem. Remove any steps that are not necessary to solve it. Then add this cleaned-up list to the table below.

Step 2: Does Your Current Solution Fix It?

Tick the steps that your current offer or service already covers. This will help identify where you're aligned—and where you're not.

Step 3: What Would You Need to Change?

What would you need to add, remove, or redesign in your current solution to cover all the steps required to solve this problem?

Step 4: What Steps Would You Do?

Tick the steps that you would take full responsibility for. Then ask: what changes (if any) would your business need to make to deliver this?

Step 5: What Would They Still Need to Do?

Tick the steps that the company would still need to execute themselves. List any extra steps they would need to take on their side.

Step 6: What Would You Need a Third Party to Do?

List any steps that would require support from another person, partner, or vendor. Be clear on what's external.

Step 7: Is It Easy for Them?

Score how easy this solution will be for them to implement or adopt.

Step 8: Is It Easy for You?

Score how easy it is for you to deliver, maintain, or scale this solution.

Step 9: Can They Afford the Solution?

Given the scope of the solution, would this company realistically be able to pay for it?

Solution Mapping Table

Problem	Problem Broken into Steps	Covered by Your Current Solution	Extra/ New Steps You Need to Add	Steps You Would Do	Steps They Need to Do	Extra Steps They Need to Do	Steps for 3rd Party	Easy for Them (1-5)	Easy for You (1-5)	Can They Afford It (Y/N)

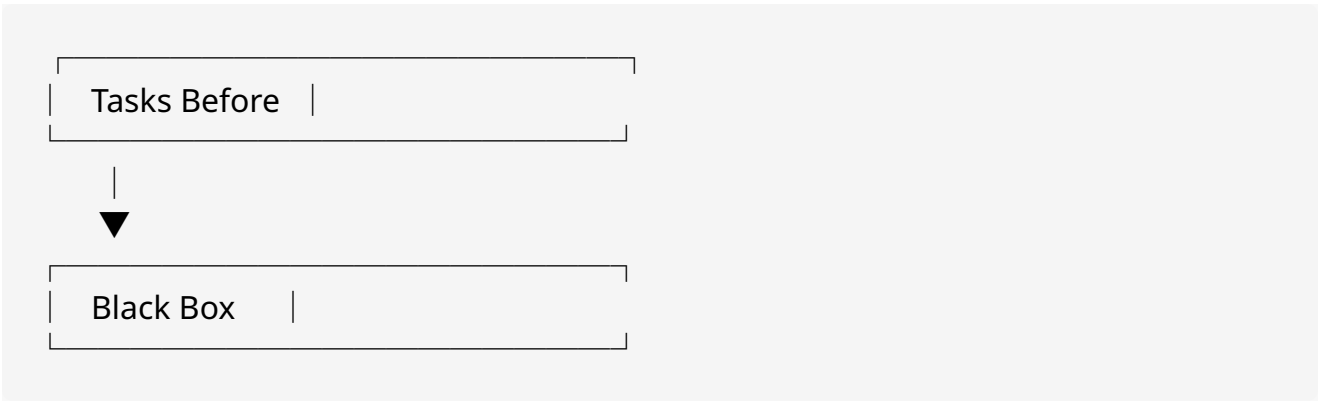
3 Steps Blackbox Framework

Step 1: What do they do before they use this blackbox

What are the steps they do before they would integrate your solution in their normal way of doing business.

Example: If you created a way for them to simplify the sending of invoices and chasing them, then what is the last thing they have to do - for example send the invoice to accounts to be sent out and instead of sending to the customer it would go into your blackbox.

Integration Point: The last manual step before your blackbox takes over.



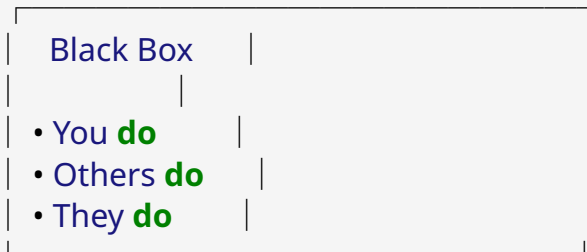
Step 2: Build the blackbox

Build the blackbox - this is the solution that you have built that they can integrate into their company.

Use the information from the earlier table:

- **Things you need to do**
- **Things you need other people to do**
- **Things they still need to do**

Example: In the accounts example it might be you will send out the account, chase the late payers and check when money received. You may need a law firm to start legal proceedings against any non payers and the company may need to sign up as a customer of the law firm.



Step 3: The output

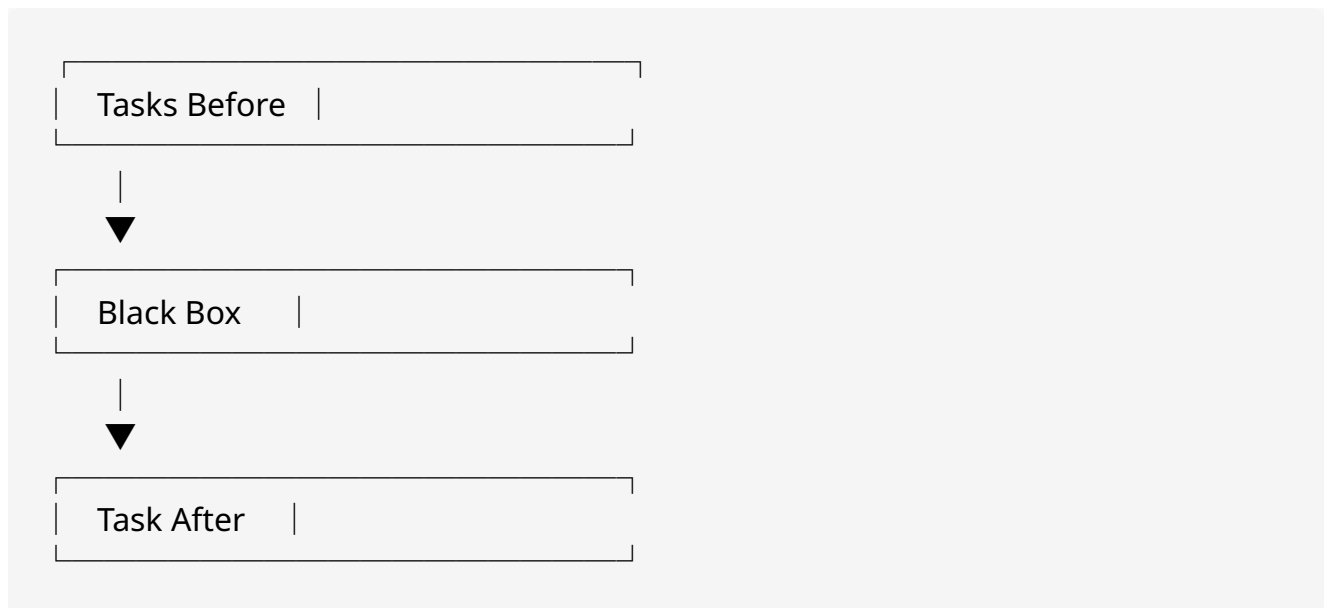
What comes out of the box and how it is passed to the next part of their business.

Example: In the accounts example maybe it is passed to the onboarding new customer team so they can begin onboarding.

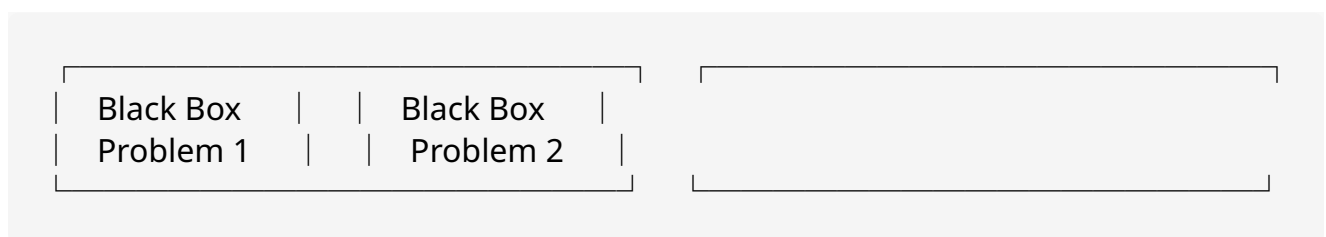
Output Integration: How the blackbox results connect to their next business process.



Complete Flow



Multiple Blackbox Problems



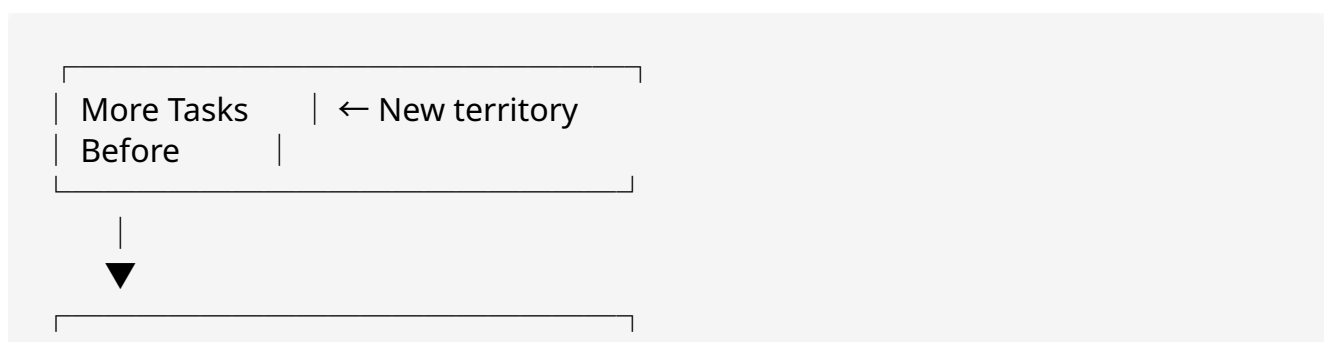
Each blackbox can address different business problems using the same 3-step approach.

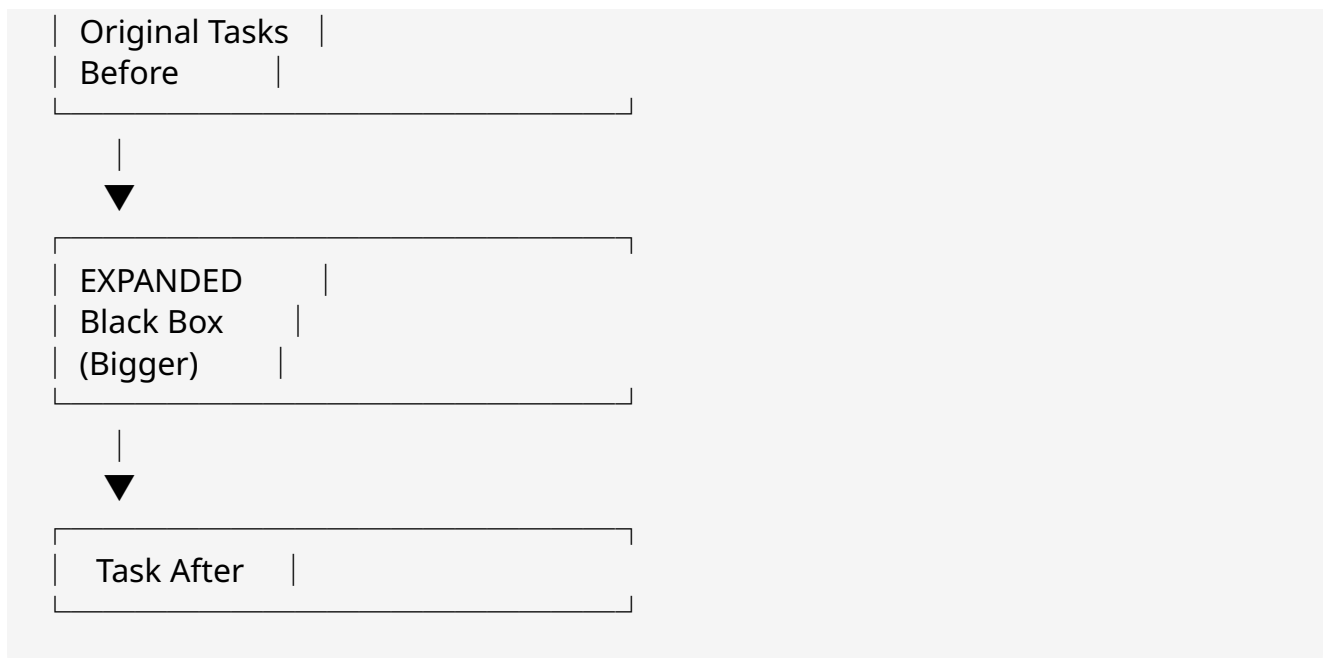
Phase 4: Extend Into Their Business

Once you have a great solution working there are 3 ways to extend and fuse deeper into the other company:

Option 1: Increase the blackbox to do more tasks before it

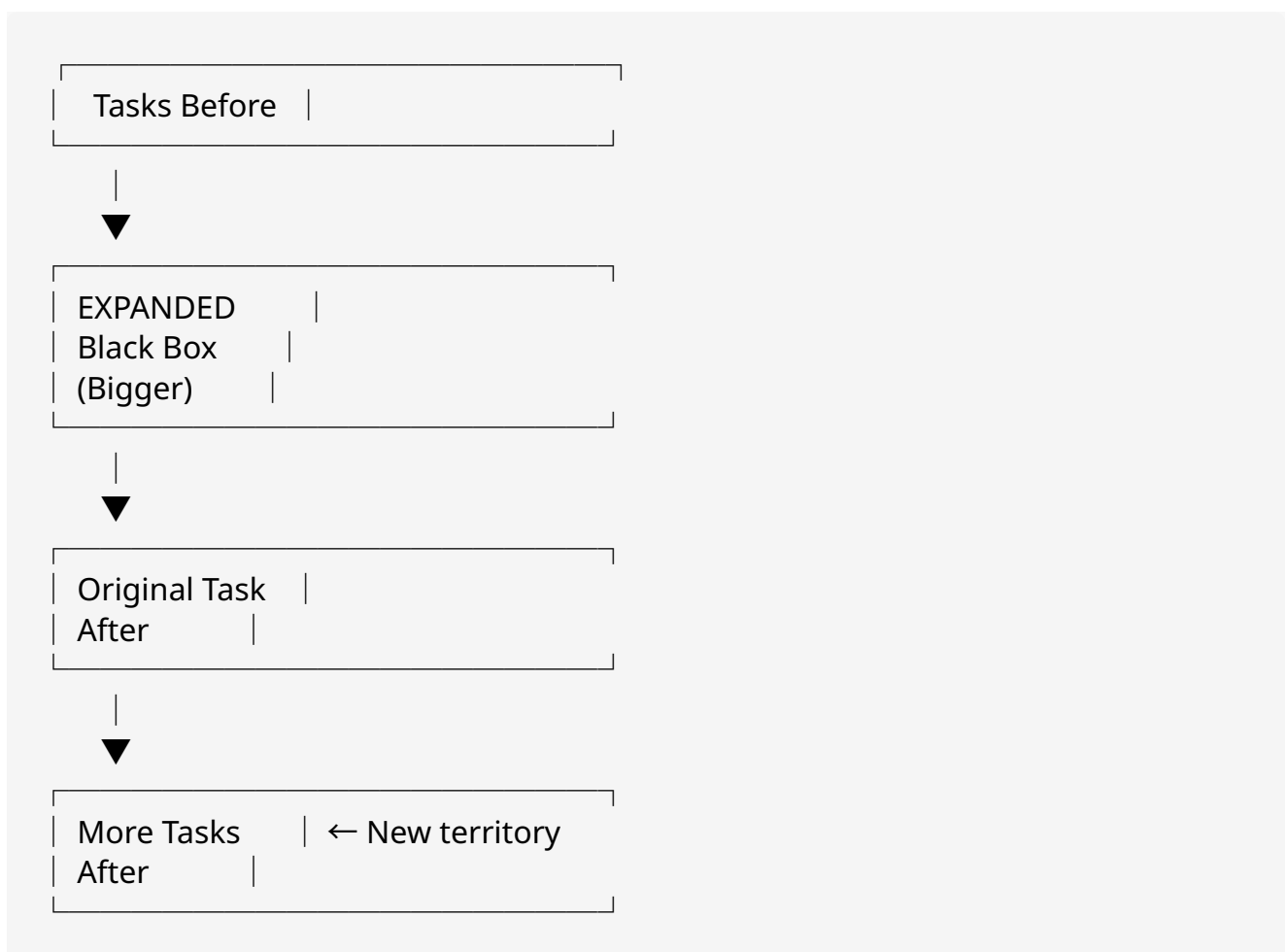
Expand backwards into their process - take over more of the "Tasks Before"





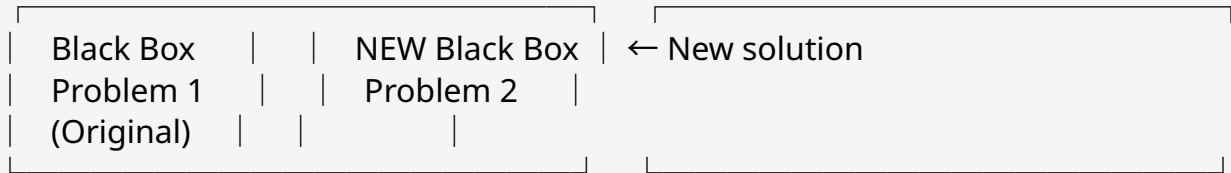
Option 2: Increase the blackbox to do more tasks after it

Expand forwards into their process - take over more of the "Task After"



Option 3: Create a new blackbox to solve another problem they have

Add parallel blackbox solutions for different business problems



Extension Strategy

Each extension method allows you to:

- Increase your value to the client
- Become more embedded in their operations
- Create additional revenue streams
- Make it harder for competitors to replace you