Strategy alignment Innovation thesis Portfolio MGT	Ideation Potential Effort Score Idea hackathon Customer Requests	Transaction modeling Prioritize - pain margin - react market - feasibility	Idea selection	Problem solution fit Prototype Hack POC Product backlo	Storymap	Product roadmap Operations int Business model growth
		Customer persona's & Journey maps				
		Problem/solution fit				
		Validation & optimalisation				
		Assumptions Experiments & hypothesis				
				MVP	MMP/N	1LP