


# Business Stage Matrix

		Problem Statement	Ideation	Minimum Viable Product	Pilots	Scaled Pilots	Off the Shelf	Enterprise
Market Validity	User Experience	10 chats with knowledgeable people, potential customers & critics	Up to 10 discussions or 20 surveys with problem owners	1-10 focus groups, 5-20 surveys with early adopters after trial & customer testimonials	20+ Customers in focus groups and information from support requests	Up to 300 surveys with customers with trend analysis.	Continuous evaluation and / or cocreation with customers	Continuous evaluation and cocreation with customers
	Business Model	Research business models for fit with social impact & profit expectations	Develop a business model canvas. Explore collaborations.	Create & maintain cashflow forecasts and pricing strategies. Establish collaborative partners.	Develop a known sales process with key basic metrics	Demonstrate financial history, forecasts, governance, regulatory compliance and a capital raising strategy.	Client acquisition strategy that includes refining key metrics	Continuous growth and maturity
	Funds	Friends, fools, founders, family	Pre-orders, grants and crowd funding	Early sales and pre-seed funding	Seed funding and covertable notes	Seed capital	Series A capital raise	Series B or an exit
	Competitors	Do a short review of direct and indirect competitors	Research into existing offerings to discover what works & any gaps	Try or buy your competitors offerings to discover must haves and unique features	Analyse all offerings and map your strategic competitive advantage/s	Establish, document and maintain your strategic competitive advantage/s.	Collaborate with competitors for increased or majority market share	Purchase your competition for market dominance
Product Validity	Customer	Search for articles from the industry and personal stories to support the problem exists and market gap.	Become an expert in your problem solution by publishing articles & personal stories in reputable places and on social media to support the problem exists and market gap. Research IT integrations.	20 self-reported surveys	20+ self-reported surveys	50+ self-reported surveys	100-400+ self-reported surveys objective data points and data analyst.	Scientific product validation with reputable research instituion producing objective results.
	Corporate			20+ self-reported validated surveys with demographics in a cohort study. Independant technical assessments.	20+ self-reported validated surveys with demographics in a cohort study. Independant implementation assessments.	50+ self-reported validated surveys in a cohort study with diverse demographics, objective data points and the support of data analyst.	100-400+ self-reported validated surveys in a cohort study with diverse demographics, objective data points and data analyst.	
	Clinic	Google Scholar search to find one article to support the idea	Develop hypothesis with a researcher / clinician, attend conferences and give presentations	Exploratory Phase 0 Trial or a single case study with a researcher and/ or clinician	Phase I Randomised Controlled Trial (RCT): 20-80 patients with a researcher / clinician	Phase II Randomised Controlled Trial: 80-300 patients multi-centre pilot trials with a group of researchers	Phase III Randomised Controlled Trial: 1000s of patient (as needed)	Phase IV post market survellance trials & industry awards.
Resources to support each Stage		TransTech, online resources, innovation events, industry mentors	Design jams, startup weekends, hackathons, ideation platforms, conferences	Pre-accelerator, coworking spaces, government and research grants, wellness clinics	Accelerators, business advisors, regulatory agencies, hospitals, clinians, researchers	Statisticians, clinical research orgnisations, universities, insitutes, hospital boards, clinical networks	Advisory board, captial raising advisors, commercialisation experts	All previous support listed