

Track ↓ Level ↘	Value Proposition	Management	Market	Financial	Product & Technology
A Preliminary Investigation	Initial statement of how customer value will be created. Description of business model.	Identify strengths and weaknesses of management team. Determine legal freedom to operate.	Layout of market existence, size, and acceptance. Explore distribution channels.	Financial assessment of rough sales, costs, personal, and investments. Identify industry ratios	Preliminary technical feasibility investigation. Begin defining engineering requirements. Identify infringements
B Venture Feasibility	First draft of business plan and "The Pitch". Infringement opinion.	Formulate plan for augmentation of weaknesses to deliver the value proposition. Strategic planning.	Study needs and wants, value in use, competitive analysis, sales adjustment, price sensitivity, marketing channels.	Translate market and technology information into financial framework. Develop plan to attract capital.	Concept drawings and/or mockups. Define engineering requirements.
C Development	Refine business plan. Develop policies and procedures.	Secure value chain partners via negotiation of agreements. Operations plan. Gantt chart.	Customer feedback continues. Secure market channels via negotiation of agreements	Finalize the financial analysis. Attract capital.	Detailed design and drawings, Proof of concept prototype. Determine manufacturing process.
D Testing and Validation	Refine as needed based on level C.	Revise Gantt chart, Finalize operations processing	User tests, focus groups, and field trials under actual conditions	All capital requirements to be met. Develop monitoring and control measures.	Refine prototype. Lab tests. Field trials. Pilot production. Packaging engineering. Quality Assurance.
E Production & Launch	Refine as needed based on level D.	Execute the plan. Execute the plan. Execute the plan.	Market studies to drive engineering requirements for revisions. Expand to new markets.	Adjust financial analysis based on reality of launch	Production units. Quality verification. Continuous improvement program.