

	Operations	Market	Financial	Technology
A Investigation	Articulate business model. Identify strengths and weaknesses of management team. Determine legal freedom to operate. Explore distribution channels.	State value proposition. Market research to layout market existence, size, and acceptance.	Initial financial assessment of sales, costs, personal, and investments. Identify industry ratios	Preliminary technical feasibility investigation. Research and define engineering requirements. Identify infringements
B Feasibility	Draft business plan, strategic plan, and mission statement. Augment weaknesses of team.	Study needs and wants, value in use, competitive analysis, sales adjustment, price sensitivity, marketing channels.	Translate market and technology information into financial framework. Identify needs and possible sources of capital.	Develop concept drawings, mockups, and/or virtual prototypes. Define engineering requirements.
C Development	Complete business plan. Secure value chain partners via negotiation of agreements. Operations plan. Gantt chart.	Customer feedback continues. Secure market channels via negotiation of agreements. Develop marketing strategy.	Finalize the financial analysis. Develop business pitch presentation. Secure capital.	Detailed engineering design. Proof of concept prototype. Lab tests.
D Validation	Finalize operations processing. Develop policies and procedures, including quality assurance.	Conduct user tests, focus groups, and field trials under actual conditions and readjust for feedback.	Verify profit and loss statements, implement financial controls.	Refinement and further testing of prototype. Field trials. Pilot production. Packaging engineering.
E Launch	Revisit assumptions and revise planning as needed.	Execute marketing campaign. Study market to drive requirements for revisions. Explore new markets.	Adjust financial analysis based on reality of launch	Product innovation and Continuous improvement programs. Manufacturing efficiency studies.