## Lens of the Market® Business **Planning Process Map**

I. Business Case: The market validated argument for your Value Prop starting with your Minimum Viable Product to Beachhead Market customers.

I.Technology Platform

**II.Market Segmentation** 

III. Market Validated **Value Prop** 

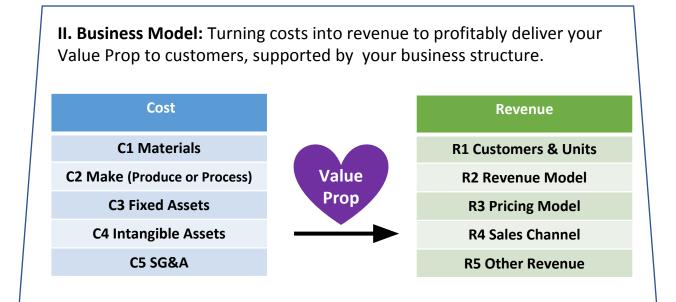
IV. Value Chains (Market Structure)

**V. Competitive Product Market Gap** 

**VI. Competitor Analysis** 

VII. Beachhead Market TAM/SAM/SOM

VIII. Beachhead Market **Customer ranking** 



III. Go-to-Market **Strategy**: Delivering your Value Prop with a Minimum Viable Product (MVP) to your Beachhead Market (BHM) customers aligned with your **Corporate Structure** (team) and Customer Relationship process.

Finalize R&D and confirm application tests for MVP

Lab

**Finalize** 

BHM

customer

requirements

for tech and

scale

**Finalize MVP** pilot options and validate supply chain

Conduct application tests of the **MVP** pilot product

**Enact supply** chain and produce product at scale

Scale

Pilot

**Produce lab** product & conduct application tests for MVP for scale

**Produce MVP Expand BHM** pilot product customers; and define finalize supply supply chain chain for scale

Sell and deliver product at scale

**Ongoing Customer Relationship Development/Management** 

Tools

**Business Case Analysis** Workbook

Business Model Workbook

**Financial** Forecast Workbook III. Operating Plan

**Outputs** 

**Business** 

Plan

I. Business

Case

II. Business

Model

II. Business

Structure

III. Go-to-Market Strategy

> III. Corporate Structure

III. Financial Forecasts

III. Funding Plan

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**Funding** 

**Presentation**