



# Fusion Services Which Accelerate The Growth of New Ventures:

Stages of Venture Development

Generate ideas for new products, services

Filter ideas to determine the best opportunities

Develop commercial strategy and plan for launch

Execute plan to develop products & services

Test assumptions and validate strategy

Successfully bring the innovation to consumers

Innovate

Focus

Plan

Develop

Confirm

Launch

Fusion Services that Accelerate the Process

- Develop corporate cultures which foster *Focused Idea Creation*
- Develop an accurate picture of the customer's job to be done

- Establish and facilitate processes for evaluating new business ideas
- Implement tools to help manage the new innovation pipeline

- Strategic planning for both the short and long term
- Customer – focused innovation workshops to define the ideal business model

- Align new innovations with the proper resources and talent
- Develop strategic partnerships needed to share risk and execute

- Validate key assumptions and insure an offering is ready for launch
- Conduct experiments and pilots to test assumptions

- Improve messaging of offering
- Accelerate income generation
- Manage to goals and objectives

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