

NAIL IT THEN SCALE IT CHECKLIST

PHASE 1: NAIL THE PAIN

Objectives

Clearly define and understand the customer pain
Determine whether the customer pain is a market opportunity
Decide to shut it down or move to the next phase

Steps

Step 1: Write down the Monetizable Pain Hypothesis
Step 2: Write down the Big Idea Hypothesis
Step 3: Quick test of the Monetizable Pain Hypothesis and Big Idea Hypothesis
Step 4: Quickly explore market dynamics and competition

PHASE 2: NAIL THE SOLUTION

The Pre-test: Develop Minimum Feature Set

Objectives

Discover the minimum feature set that drives customer purchase
Discover key drivers of customer purchase
Keep solution set at absolute minimum - extreme simplicity

Steps

Step 1: Write down a Minimum Feature Set Hypothesis

Test 1: The Virtual Prototype Test

Objectives

Remove personal bias
Develop a profile of relevant customers
Develop, refine, and test initial hypotheses about the market solution
Outline a customer-defined solution with value added to all stakeholders
Define the best market segment for an initial beachhead
Decide to shut it down or move to the next test

Steps

Step 1: Develop a customer profile
Step 2: Choose a rapid prototyping technology and develop a virtual prototype
Step 3: Make phone calls and visits to understand how the solution solves pain

Test 2: The Prototype Test

Objectives

Remove personal bias
Take feedback from Test 1 and develop a rapid, cheap prototype
Focus on minimum feature set
Use as little cash as possible
Develop a prototype that gives customers a real feeling of how it works
Validate your solution hypotheses by learning, not selling
Have customers refine features of the product
Become advised of potential competition and roadblocks
Start to create a credible company brand and image
Decide to shut it down or move to the next test

Steps

Step 1: Develop an inexpensive, rapid prototype
Step 2: Conduct a prototype roadshow
Step 3: Refine the minimum feature set
Step 4: Check the crucial tests of your hypotheses

Test 3: The Solution Test

Objectives

Remove personal bias
Make sure you are interpreting correctly and truly listening to the market
Refine the solution to be an exact match of your customers' needs
Test the price point and breakthrough questions

Steps

Step 1: Validate the solution
Step 2: If you get it wrong, adjust or move on to the next phase

PHASE 4: NAIL THE BUSINESS MODEL

Objectives

Conduct rigorous financial analysis of business viability
Launch product and to-to-market strategy
Drive early stages of company growth
Decide to shut it down or move to the next phase

Steps

Step 1: Leverage customer conversations to predict the business model
Step 2: Validate the financial model
Step 3: Iteratively launch the product and go-to-market strategy
Step 4: Develop a business dashboard with continuous data flow

PHASE 3: NAIL THE GO-TO-MARKET STRATEGY

During Test 1 (The Virtual Prototype Test): Customer-Buying Process and Sales Model Discovery

Objectives

Focus on the job your customers are trying to get done
Understand the customer-buying process from beginning to end
Develop a repeatable sales model customized for your company
Explore price points with customers

Steps

Step 1: Explore customer-buying process from beginning to end
Step 2: Discover a repeatable sales model

During Test 2 (The Prototype Test): Market Infrastructure Discovery

Objectives

Develop a robust understanding of the market ecosystem
Frame a strategy to influence and leverage the market ecosystem
Explore price points with customers
Nurture early-stage customers

Steps

Step 1: Understand market communication and distribution infrastructure
Step 2: Define a market infrastructure strategy for your startup
Step 3: Plant seeds for early customers and pilot deals

During Test 3 (The Solution Test): Pilot Customer Development

Objectives

Validate your solution and go-to-market strategy with customers
Validate key go-to-market assumptions with pilot customers

Steps

Step 1: Close pilot customer relationships and develop reference customers
Step 2: Revisit price points and crucial tests