IN-90 Framework

Stress

What's stressful?

Customer Experience

Why stressed?

Value Proposition

Why change?

Assumptions

What don't you know?

Solutions

What will break through?

Compensating Behaviors

How stressed?

Allies

Who can help?

Assets

What assets do you have?

Miniumum Viable Product

What can you build?

Cost Structure

What's your break-even?

Launch Plan

How will you go to market?