

THE 9 STEP CORPORATE ENTREPRENEURSHIP ROADMAP

CUSTOMER DISCOVERY

BUSINESS MODEL

ENGINE OF GROWTH



VISION & TEAM
Create a formal team. Assign key roles and goals.



PROBLEMS & OPPORTUNITIES
Get ideas, insights, the customer base, pain, challenges, goals and ideas.



MARKET & CUSTOMER
Segment the market. Get in on the early adopters.



SKETCH
Sketch your models. Get rapid, structured feedback from the target market.



VALUE PROPOSITION
Develop and validate your core marketing message.



CHANNELS, REVENUES & COSTS
Develop the financial and distribution models.



MVP
Get users. Focus on learning vs. selling. Provide "perks" for early customers.



GROWTH EXPERIMENTS
Systematically develop and learn experiments to build the engine of growth.



INNOVATION ACCOUNTING
Track the leading metrics that are predictors of growth.

PIVOT

SCALE



LEARN

INTRAPRENEUR
— NATION —

Case Studies Entrepreneurship Roadmap

Jack M. Kaplan, Jack McGourty



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