



## 1. Concept

### Description of Activities:

- Idea Generation:
  - Requests
  - Customer Pain
  - Market Studies
  - Legislation
  - Competitors

### Key Deliverables:

Product Concept Doc.

## 2. Research

### Description of Activities:

- Assess Market:
  - Segments & Size
  - Growth Potential
  - Customer Needs
  - Legal Issues
  - Competition

### Key Deliverables:

Market Research Report

Market Req. Document

Product Definition Statement

## 3. Analysis

### Description of Activities:

- Business Analysis:
  - Cost/Benefit
  - Resources Required
  - Capital Expenses
  - Profitability/Margin
  - Anticipated Sales

### Key Deliverables:

Business Case

Profitability Analysis

Product Req. Document

## 4. Develop

### Description of Activities:

- Product Development:
  - Technical Specs
  - Prototyping
  - Trial Production
  - Testing & QA
  - Test Market Selling

### Key Deliverables:

Product Dev. Schedule

Product Testing Report

Test Market Sales Report

## 5. Launch

### Description of Activities:

- Go To Market:
  - Marketing Plan
  - Sales Training
  - Distribution Plan
  - Collateral Design
  - Set Launch Date

### Key Deliverables:

Product Launch Plan

Product Launch Budget

Product ROI Forecast

Target Launch Date Set

## Checkpoint #1

### Description of Activities:

- Review Deliverables

### Decisions:

- Go/No-Go to Research
- Incubate Idea or Kill

## Checkpoint #2

### Description of Activities:

- Review Deliverables

### Decisions:

- Go/No-Go to Analysis
- Incubate Idea or Kill

## Checkpoint #3

### Description of Activities:

- Review Deliverables

### Decisions:

- Go/No-Go to Develop
- Incubate Idea or Kill

## Checkpoint #4

### Description of Activities:

- Review Deliverables

### Decisions:

- Go/No-Go to Launch

## Checkpoint #5

### Description of Activities:

- Review Deliverables

### Decisions:

- Go/No-Go to Market