## Nail the Pain

Step 1: Write down monetizable pain hypothesis

Step 2: Write down big idea hypothesis

Step 3: Quick test hypotheses

Step 4: Quick exploration of market dynamics & competition

# Nail the Solution

Pre-test: Develop minimum feature set

Test 1: Virtual prototype test

Test 2: Prototype test

Test 3: Solution test

## 3

Nail the Go-To-Mkt Strategy

During Test 1: Customer buying process discovery

During Test 2: Mkt infrastructure discovery

During Test 3 : Pilot customer dev

### Nail the Bis Model

Step 1: Predict bus model with customer data

Step 2: Validate financial model

Step 3: Iteratively launch business

Step 4: Monitor bis with continuous data flow

### 5 Scale it

Sell

Sell

Sell

### **Nail It Then Scale It**

**Lei Huang** 



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