

DISCOVERY - SOLVE THE RIGHT PROBLEM

Questions to be answered:

- **Why are we here?**
- **What do we want to solve and for whom?**
- **Where do we see an opportunity?**
- **Is there demand?**
What are the needs of the customers?
What are their pains and gains?
What are their jobs to get done?
- **What is the current solution**
How are customers solving their problem today?
- **Can we do it and is it worth it?**
What is the technological readiness?
What is the current business model in use?
How is the market foreseen to develop?
- **Should we continue?**
Have we answered the open questions to a level where we feel confident to continue?

Be honest about what you do not know!

Initial business objective

Immersion checklist

Data checklist

Desktop research

Internal interviews

External interviews

Discovery report

Communication of result