
Stages Of Innovation

Overarching Strategy Template

Strategy Factors	Business Strategy	Product Strategy
Market Factors <ul style="list-style-type: none">• Place to Play• Identified a Need		
Business Model <ul style="list-style-type: none">• Make Money• Price		
Go-to-Market <ul style="list-style-type: none">• Channel• Positioning• Pricing• Value Proposition		
Execution <ul style="list-style-type: none">• Skill• Risk Tolerance		
Technology <ul style="list-style-type: none">• Infrastructure		