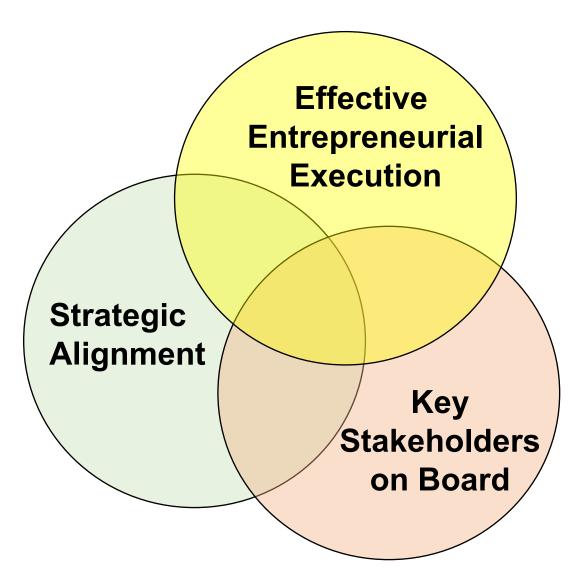


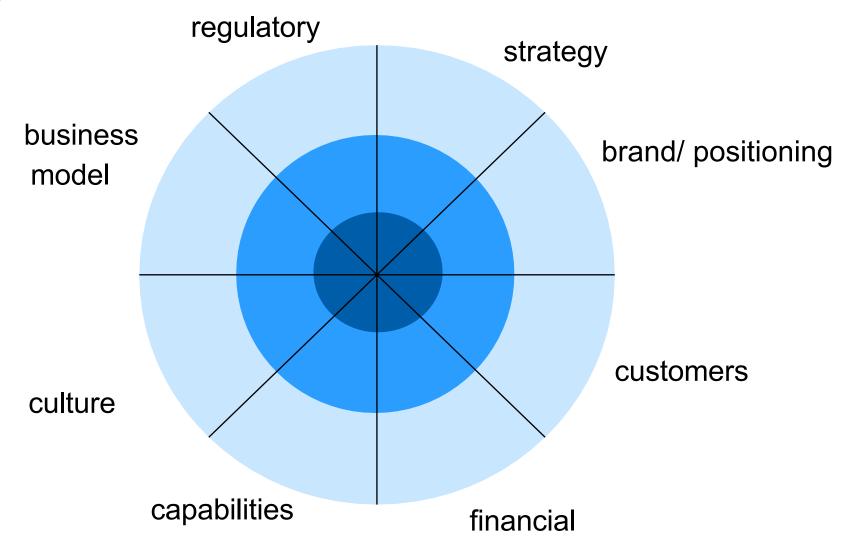
Three Keys to Success for Corporate Entrepreneurs

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Alignment





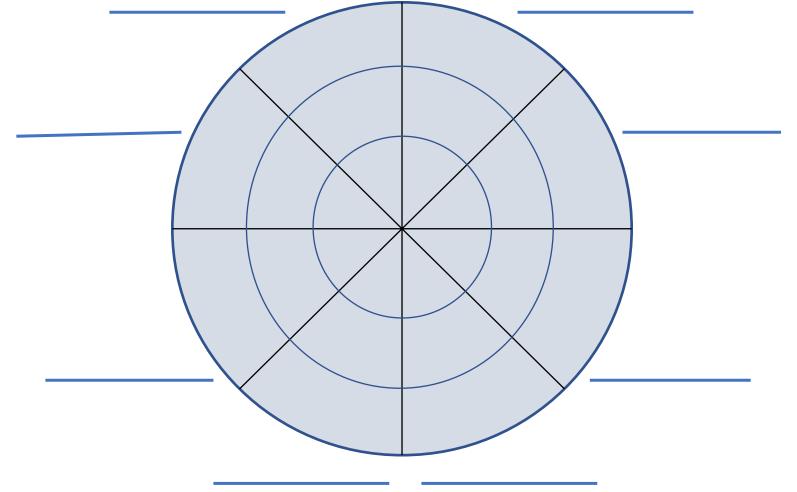
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How does your initiative align with...?

(pick/add most relevant)

Organization strategy
Business Model
Brand/positioning
Executive "fit"
Organization culture
Customers/patients
Key stakeholder XXX
Capabilities
Financials
Regulatory/Legal
Political

Alignment: _____ initiative





Customer Discovery Interview Guidelines

- Interviews should be with likely early adopter customers (hypothesis)
- Ask open ended questions to get them talking
- They will be more open if you do not try to sell them something
- Listen more than you talk (aim for talk 20%/listen 80%)
- Conduct interviews in person (vs phone) to capture non-verbal cues
- Ask about their current frustrations or unmet needs in this area
- Triangulate on how badly they want these problems solved
- Determine how they meet their needs today (alternatives)
- Investigate willingness to pay, time/money already spent trying to solve
- Interviews can focus on problem, solution(s), or both
- If you have an MVP, see what changes they might suggest to value prop
- When closing, ask if they know others who you might interview



Customer Discovery Interview Guide

1.	Interview subject name and email/phone:
2.	Demographic info as relevant (age, M/F, family, income, job, etc.):
3.	
4.	
5.	
6.	
7.	
8.	
9.	
11.	
12.	
13.	
14.	
15.	
20.	

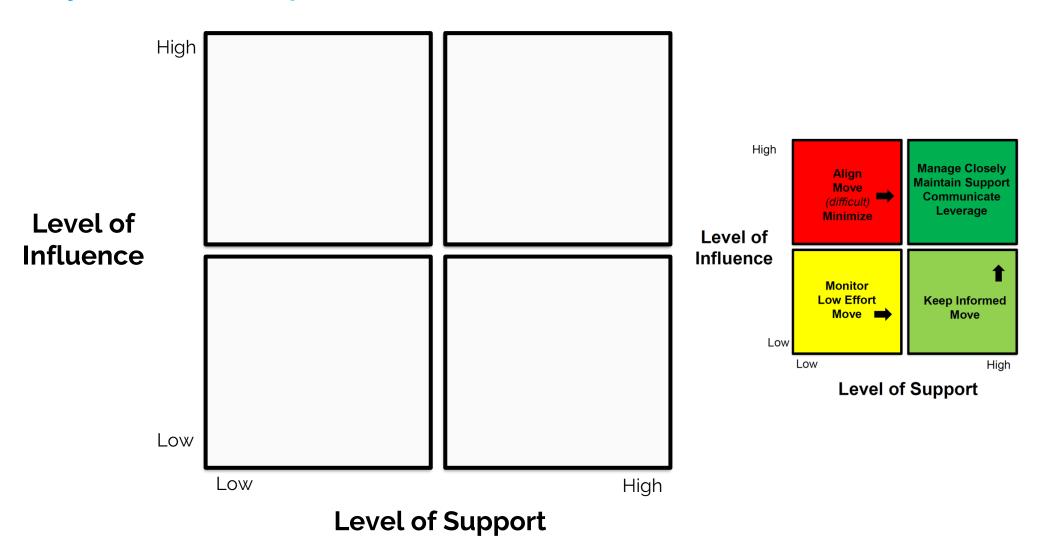


Key Stakeholder Dashboard

Stakeholder	Importance of stakeholder (1-10)	Support Level (1-10)	Stakeholder Definition of Success/Failure	Your Definition of Success/Failure



Key Stakeholder Map Adapted from A. Mendelow



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