



LISTEN INNOVATE GROW

FIND YOUR WAY

THE TECH START-UP CORPORATE CUSTOMER READINESS ASSESSMENT

Who is it for?

- » Tech start-up founders with an idea for a product
- » New founders struggling to develop a prototype or Minimum Value Product (MVP)
- » Start-ups wanting steps to sell into large corporates

Our assessment allows you to stop wasting money and time developing products customers won't buy.

How it works:

Founder completes an online questionnaire providing details of the business idea/product under development.

We conduct an assessment of key aspects including:

1. Core benefits and features
2. Target markets and customers
3. Evidence of market need
4. Start-up team composition, experience, skills

What's the benefit?

You receive a roadmap to understand the following:

- » How to acquire early adopters
- » How to build a product that corporate customers want
- » How to gain market validation as you generate sales

What you receive:

- » A detailed report outlining gaps/considerations in your idea or current prototype
- » Roadmap outlining steps required and suggestions as to how to begin
- » 30 minute debrief via phone or Skype



Ready to book your 'Find Your Way' assessment?
Get in touch today to speak with the friendly team from
Listen Innovate Grow.

Australia +61 2 9056 5087 | **Canada** +1 (647) 490 5425
info@listeninnovategrow.com | www.listeninnovategrow.com
Sydney, Australia & Toronto, Canada

