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Early majority sticks with the herd

Based on *Diffusion of Innovation* (Everett Rogers)

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<th>Nail the Solution Steps</th>
<th>Nail the Go-to-Market Strategy Steps</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual Prototype Test</td>
<td>Customer-Buying Process &amp; Sales Model Discovery</td>
</tr>
<tr>
<td>Prototype Test</td>
<td>Communication &amp; Distribution Infrastructure Discovery</td>
</tr>
<tr>
<td>Solution Test</td>
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Step 2: Validate Financial Model
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Step 4: Monitor Business with Continuous Data Flow

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<thead>
<tr>
<th>Question</th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>When talking to others about your business idea, most of the time is spent explaining your idea to others.</td>
<td></td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Feedback about something I am doing poorly is challenging for me to take.</td>
<td></td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>The point of school was to get a rubber stamp, not necessarily learning.</td>
<td></td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>When talking to others about your business idea, you spend most of your time selling them on the merit of the idea.</td>
<td></td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>At this point in my life I’m fairly independent financially.</td>
<td></td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>I relish positive feedback. You might even say I’m a people pleaser.</td>
<td></td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>I like starting projects but find it hard to finish them.</td>
<td></td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>I tend to be pretty opinionated and prefer to prove to people that I am right.</td>
<td></td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>I have a great business idea and am looking for investors because I don’t want to risk my own capital.</td>
<td></td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>When someone disagrees with me, I like to defend my position.</td>
<td></td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>People have very strong opinions in my team and sometimes get political about them.</td>
<td></td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Currently I have a lot of potential customers that I am trying to satisfy.</td>
<td></td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>I have a good guess about who my customer is and that should be a good enough starting point to get going.</td>
<td></td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Any money from customers is good money. It doesn’t matter where it comes from.</td>
<td></td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>At home or with friends, I tend to be in the limelight and lead the conversation.</td>
<td></td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Things are so hectic, there is really no way to spare the time, let alone several weeks to go gather a bunch of data.</td>
<td></td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>
1. PAIN OF THE CUSTOMER

1. Who is your target customer? (see table on page 3, p. 3)
2. What is the job your customer is trying to perform?
3. What's the pain your customer is experiencing while doing the job?

4. How big is the pain the customer is feeling?
   - Minor
   - Moderate
   - Severe
   - Insane

5. How often are customers feeling the pain?
   - Once a month
   - A few times a year
   - Constant
   - Occasional

6. What's the pain score? (multiple answers to questions 4 & 5)
   - Low
   - Medium
   - High

7. How much market knowledge do you have to understand the pain?
   - No
   - Basic
   - Medium
   - Advanced

2. POTENTIAL OF THE MARKET

1. How many customers are experiencing the pain?
   - A few
   - Hundreds
   - Thousands
   - Million
   - Billions

2. Are they willing and able to pay to alleviate the pain?
   - Occasionally
   - Sometimes
   - Often
   - Absolutely

3. What is the financial potential of a business that solves the pain?
   - Low-growth
   - High-growth
   - A Unicorn

3. PRESCRIPTION FOR THE PAIN

1. What's the name of your proposed solution to the pain?

2. Describe your proposed solution to the pain and its key benefits.

3. How distinct is your solution from what already exits?
   - Completely different
   - Very different
   - Different
   - Similar
   - Identical

4. What types of innovation are you using to differentiate yourself?
   - Technological
   - Customer Experience
   - Design
   - Business Model
   - Business Process
   - Marketing
   - Product Performance
   - Other

5. What are the primary differentiators of your solution?

6. How much domain expertise do you have to solve the pain?
   - None
   - Basic
   - Medium
   - Advanced

4. POSITIONING IN THE MARKET

1. Where's your industry in the industry life cycle?

5. PATH TO THE EXIT

1. How large is the universe of potential buyers for the company?
   - A few
   - A few thousand
   - A million
   - A hundred

2. Who are the top likely potential buyers of the company?

3. Do you plan to engage in partnerships with them? If so, how?

4. What's the overall likelihood of the company becoming acquired?
   - Never
   - Very Likely
   - Likely
   - Somewhat Likely
   - No

THE BIG IDEA CANVAS

Developed by:             Date:

WHAT'S THE BIG IDEA?

1. Pain of the Customer
2. Potential of the Market
3. Prescription for the Pain
4. Positioning in the Market
5. Path to the Exit

Developed by Paul Abraham | Designed by William Sandell

Big Idea Canvas, Front Page (Download from www.NailThenScale.com)
THE BIG IDEA CANVAS

WHAT'S THE BIG IDEA?

THE BIG IDEA HYPOTHESIS

The output of this worksheet is to create a hypothesis that you can go out and test. Writing down a Big Idea Hypothesis forces you to focus and clarify what you believe before you talk to potential customers or build prototypes (see Nail It Then Scale It, p. 69-71).

The best tool we have found for formulating your Big Idea Hypothesis is found in Geoffrey Moore’s book, Crossing the Chasm. Moore calls it the “elevator message,” but we use it for the Big Idea Hypothesis. The steps of the Big Idea Hypothesis are:

1. For (target customer)
2. Who (statement of the monetizable pain)
3. The (product name) is a (product category)
4. That (statement of key benefit)
5. Unlike (primary competitive alternative)
6. Our Solution (solution and primary differentiation)

EXAMPLE 1 — Using this format, let’s take a look at a potential Big Idea Hypothesis for Surf Air, a subscription-based airline startup headquartered in Santa Monica, CA.

“(1) For the frequent, wealthy business traveler (2) who dislikes the airport experience, specifically checking in, going through security, waiting at the terminal, and picking up luggage, yet doesn’t have enough wealth to buy a private jet. (3) Surf Air is an airline that (4) allows the traveler to skip all the hassle of the airport experience and have access to a private jet experience without the cost. (5) Unlike traditional airlines, Surf Air (6) is a subscription-based airline, which employs small, luxury planes that can be used by customers like private jets.”

EXAMPLE 2 — As another example, the following is the Big Idea Hypothesis Paul Ahlstrom created for his software company, Knowitix.

“(1) For the internal IT Help Desk managers of large corporations who (2) have dissatisfied customers and are out of compliance with their Customers’ Service Level Agreements because each front-line support representative is unable to capture and share knowledge so they can answer customers’ technical questions and problems in a timely manner; (3) Knowitix is an IT Knowledge Management Solution that (4) allows the front-line IT Customer Support Reps to capture issues within their existing workflow and provide accurate answers in real-time to their corporate customers. (5) Unlike Inference, Knowitix (6) integrates large amounts of unstructured data into the existing workflow of Remedy, Pergrine, and other leading IT Help Desk systems, thus allowing the frontline support rep to answer the question on the first call.”

YOUR BIG IDEA HYPOTHESIS

Now that you have a foundational understanding of the Big Idea Hypothesis, let’s create one for your big idea (see Nail It Then Scale It, p. 71).

By using the answers you provided on the other side of this Canvas, you can piece together a Big Idea Hypothesis that will help focus your efforts and share a clear message as you talk about your big idea with others. So let’s go retrieve each step of the Big Idea Hypothesis.

1. For (target customer): Copy your answer to Question 1.1
2. Who (statement of monetizable pain): Copy your answer to Question 1.3
3. The (product name) is a (product category): Copy your answer to Question 3.1
4. That (statement of key benefit): Copy your answer to Question 3.2
5. Unlike (primary competitive alternative): Copy your answer to Question 4.2
6. Our Solution (solution and primary differentiation): Copy your answer to Question 3.5

With all the steps identified and written down, you can now stitch them together to create one, unified Big Idea Hypothesis. Give it a try below.

Developed by Paul Ahlstrom | Designed by William Standish

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Big Idea Canvas, Back Page (Download from www.NailThenScale.com)