Category

Consulting

Innovation & Venture Building Consulting Playbook

Delivering venture building engagements that produce genuinely tested businesses, not well-designed business plans

- Practitioner
- Intermediate
- Template Included

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- 4 minute(s)

Overview

A framework for innovation and venture building consulting that prioritizes rapid, real market testing over comprehensive upfront business planning — since a genuinely tested, imperfect venture concept beats an untested, polished one.

Isn't a thorough business plan a necessary foundation before testing

a new venture concept? A lightweight hypothesis set is a better foundation than a comprehensive business plan — this playbook's core discipline is getting to real market testing as fast as possible, since most of what a comprehensive plan assumes turns out to need revision once tested anyway.

How do you know when a venture concept has been tested enough to

move from concept to build? Against specific, pre-defined validation criteria tied to the venture's riskiest assumptions — covered explicitly in the framework below, rather than a generic "the team feels confident" threshold.

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