

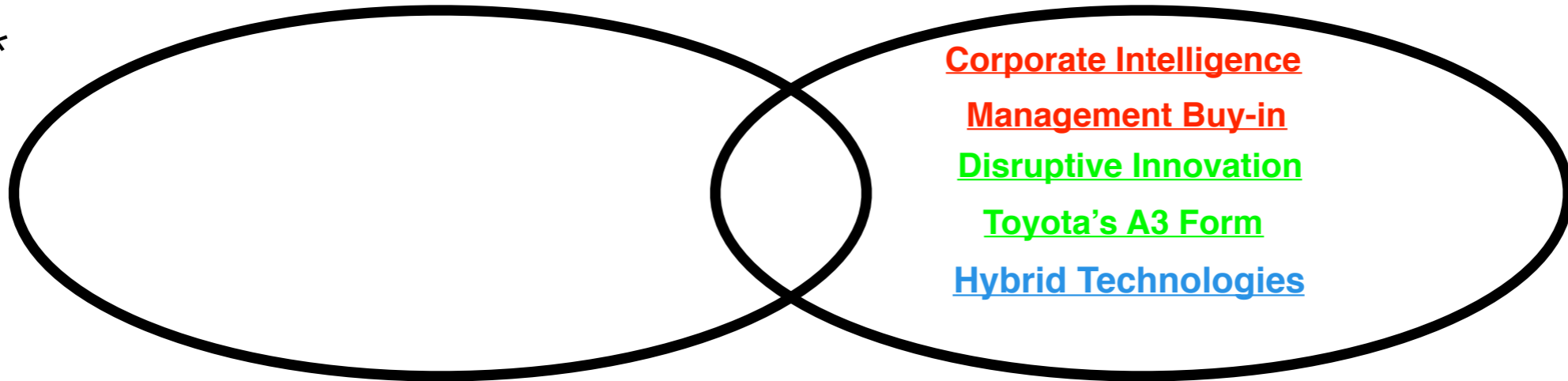
IDEATION

Positivity



EARLY-STAGE

ESTABLISHED



BUSINESS PLAN



STRATEGY

TECHNICAL

COMMERCIAL

OPERATIONAL

FINANCIAL

EXECUTION

Business Plan Rubric

Protect My App

Voice of Customer

No Magic, No Opportunity

NPD Timing

Experimentation

Trust

GENERAL

* Source: <https://www.linkedin.com/pulse/4-years-same-job-startup-big-company-david-hardtke>