

# Decision-Making & Framing En Route to Market

	Research	Simulations	Alpha	Beta	Soft Launch	Commercial Launch
<b>Time</b>	2-6 months	1-2 months	2-6 months	3-12 months	TBD	TBD
<b>Explore</b>						
<b>Incubate</b>						
<b>Validate</b>						
<b>Refine</b>						
<b>Iterate</b>						
<b>Accelerate</b>						
<b>Scale-Up</b>						
<b>Feature Set</b>	None	Prototyped	MVX	MVX 2.0	Commercial 1.0	Commercial 2.0
<b>Users</b>	0	10-20	B2C: 50-500 B2B: 1-4	B2C: 100-5,000 B2B: 3-12	B2C: 5,000-10,000 B2B: 10+	B2C: 10,000+ B2B: 10+
<b>Typical Milestones</b>	Identified multiple high-potential concepts	Validated the value proposition, narrowed in on an MVP feature set	Validated the key assumptions, pivoted as necessary	Acceptable levels of customer acquisition, churn, willingness to recommend, engagement	Retention/churn, cost-to-serve, revenues, growth rate (acquisition), CLTV	Cost-to-acquire (CAC), CAC/LTV, gross margin
<b>Move Forward</b>	Exciting insights, validated by users, multiple concepts	Encouraging value prop and feature validation, users want it, clarity on what to build	Users want it (will pay for it with their money, data, time), validated feature set, clarity on product roadmap	Loyal users are evangelists, path to profitability on paper, robust feature validation and roadmap	Beginning to convert early majority users (in addition to early-adopters) i.e. product-market fit	Network effects, decreasing CAC, increasing or steady LTV
<b>Pivot (or stop)</b>	Insights are tepid, no compelling pain points	Unclear what solves customer pain, strong status quo	Very few enthusiastic users, low willingness to use, pay	Unlikely path to profitability, inability to acquire customers	Unlikely path to profitability, inability to acquire customers	Unlikely path to profitability
<b>Technical Build</b>	None	Faked	Throw-away	With the end in mind	On platform	On platform