BUSINESS/PRODUCT DEVELOPMENT PROCESS

Client's Business or Product Idea

Phase 1: Concept Definition and Assessment

1. Client's initial contact with ANR IC and Product Center.
2. Initial write-up of "Concept Definition and Assessment" (Parts 1 & 2).
3. With ANR IC, review and revision of Assessment plus test commitment for remainder of process.
4. Final write-up of "Concept Definition and Assessment" (All four parts).

Client Decision → **No Go**

Go

Phase 2: Initial Plan

1. Client with advise from ANR IC completes initial plan for business or product using one of: Tilling the Soil of Opportunity, NxLevel, business planning software or workbook, center staff assistance, etc.
2. MPPA partners and Center resources may be accessed as needed.
3. Assessment made of Phase 3 resource and service needs based on completed initial plan.

Client Decision → **No Go**

Go

Phase 3: Final Plan and Implementation Strategies

1. Client with advise from ANR IC oversees/conducts detailed feasibility analyses of markets, marketing strategies, production processes, supply chain arrangements, legal/organizational issues, product testing, regulatory compliances, final product and packaging design, financing, etc.
2. Heavy use of Center resources, MPPA partners & external consultants.
3. Completion of detailed business, functional & operational action plans suitable for implementation.

Client Decision → **No Go**

Go

Client's Business or Product Start-up

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