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**RAPID BUSINESS PROTOTYPING
FOR TESTING FEASIBILITY OF
NEW IDEAS - APPLIED PRACTICE**

Mikulov, July 2013

0. Practical example

- **Cooperative of producers called X:**



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- **Traditional sectors:**

- Nuts and dried fruits, oil, wine, citrus, canned food commercialization

- Supplies / Distribution.

- Services: legal advising, labour, risk prevention, funding, accounting...

- **Emerging areas – Qualitative jump (radical):**

- Semi-elaborated food ...

- Health products...

- Leisure / Tourism ...

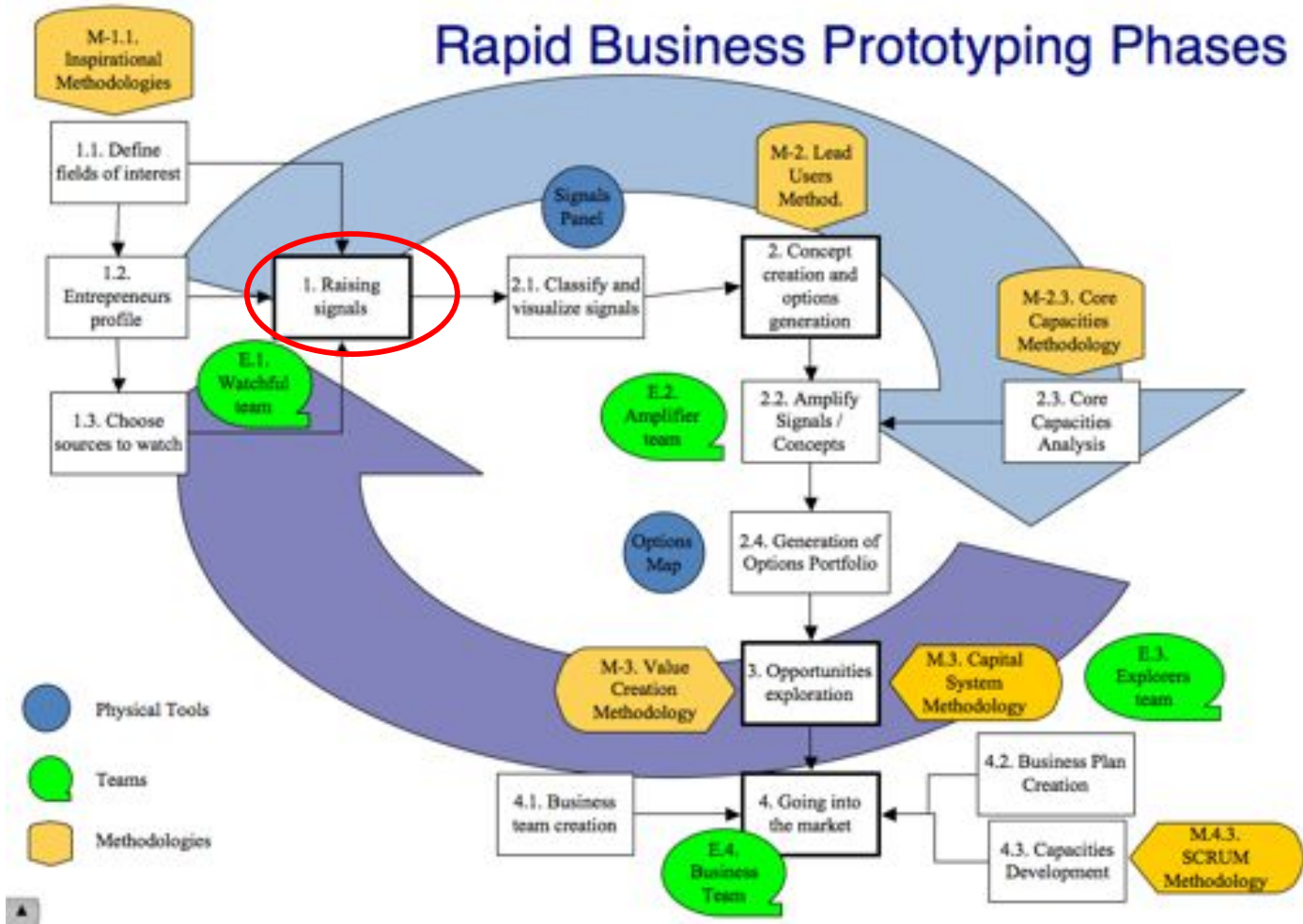
- Energy ...

1. Signals raising



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2. Practical example

- Cooperative enterprise X:



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- Emerging areas – Qualitative jump (radical):

- Semi-elaborated food ...

1)...

- Health ...

1)...

- Leisure / Tourism ...

1)...

- Energy ...

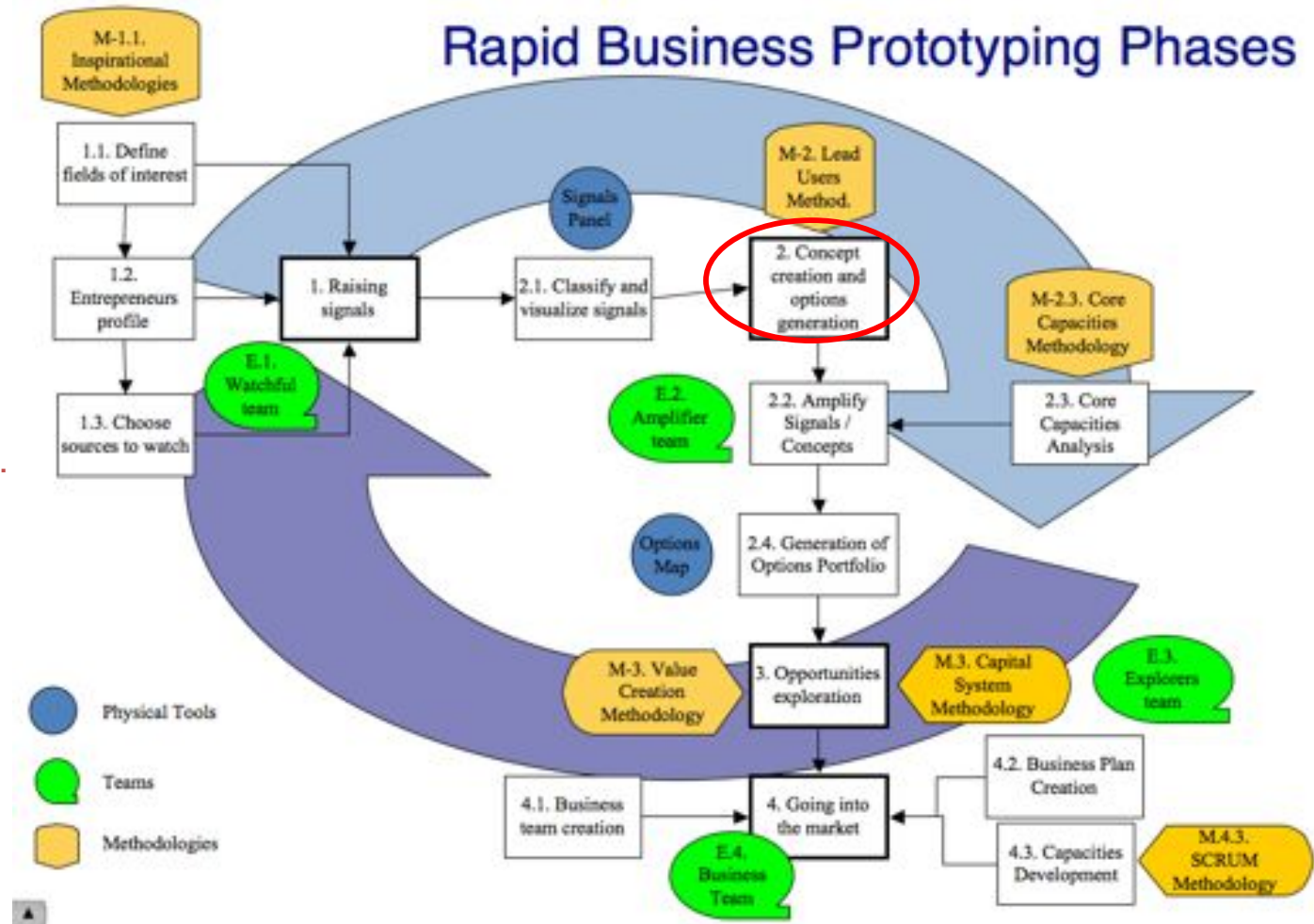
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3. Concept creation and options generation



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4. Practical example

Semi elaborated Food...:

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX.



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Client typology?

- XXXXXXXX.
- XXXXXXXX.

Satisfied need?

- XXXXXXXX.
- XXXXXXXX.

Differential features from the product / service offered by the competitors?

- XXXXXXXX.
- XXXXXXXX.

4. Practical example

Semi elaborated Food...:

MONO-DOSE PRODUCTS FOR SINGLES.



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Client typology?

- Homes with 1 or 2 people, people that lunch outside and look for healthy diet.

Satisfied need?

- Few culinary knowledge, lack of time for cooking, lunch outside.

Differential features from the product / service offered by the competitors?

- Direct producers.
- Semi-elaborated food.
- Fresh and nice packaging...