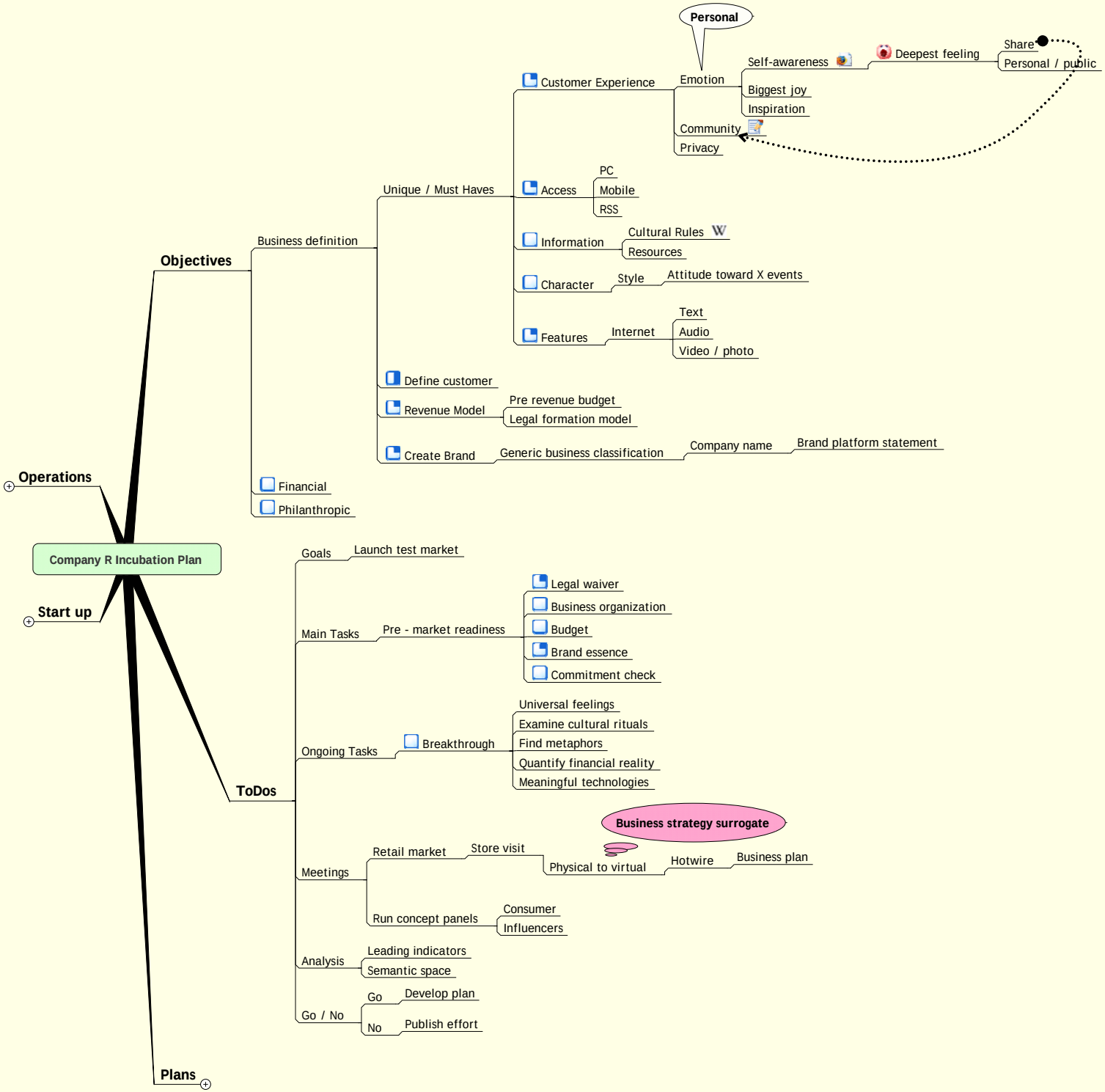
Company R Incubation Plan
Objectives
Business definition
Unique / Must Haves
Customer Experience
Emotion
Personal
Self-awareness
Deepest feeling
Share
Personal / public
Biggest joy
Inspiration
Community
Privacy
Access
PC
Mobile
RSS
Information
Cultural Rules
Resources
Character
Style
Attitude toward X events
Features
Internet
Text
Audio
Video / photo
Define customer
Revenue Model
Pre revenue budget
Legal formation model
Create Brand
Generic business classification
Company name
Brand platform statement
Financial
Philanthropic
Operations
Start up
ToDos
Goals
Launch test market
Main Tasks
Pre - market readiness
Legal waiver
Business organization
Budget
Brand essence
Commitment check
Ongoing Tasks
Breakthrough
Universal feelings
Examine cultural rituals
Find metaphors
Quantify financial reality
Meaningful technologies
Meetings
Retail market
Store visit
Physical to virtual
Business strategy surrogate
Hotwire
Business plan
Run concept panels
Consumer
Influencers
Analysis
Leading indicators
Semantic space
Go / No
Go
Develop plan
No
Publish effort
Plans