

# SMART CITIES Conference

## Lean Innovation

### Application of Funding and Investment Readiness Levels\*

Alexis Zrimec

Select an innovation project you've recently submitted for funding or investment

Innovation = a new idea, device or process that people want, buy and use.



REPUBLIC OF SLOVENIA  
**MINISTRY OF EDUCATION,  
SCIENCE AND SPORT**



*Investing in your future*

OPERATION PART FINANCED BY THE EUROPEAN UNION  
European Social Fund

Vision: How do we envision the ideal world

Mission: What's our role in getting there

## 1 Vision/Mission Statements



REPUBLIC OF SLOVENIA  
MINISTRY OF EDUCATION,  
SCIENCE AND SPORT



*Investing in your future*

OPERATION PART FINANCED BY THE EUROPEAN UNION  
European Social Fund

## 2 Problem Statement

User Story: As a *[role]* I want *[goal/desire]* so that *[benefit]*.

## 1 Vision/Mission Statements



REPUBLIC OF SLOVENIA  
MINISTRY OF EDUCATION,  
SCIENCE AND SPORT



*Investing in your future*

OPERATION PART FINANCED BY THE EUROPEAN UNION  
European Social Fund

How will I create value?

How will I deliver value?

How will I capture value?

**3 First-pass business model**

**2 Problem Statement**

**1 Vision/Mission Statements**



REPUBLIC OF SLOVENIA  
MINISTRY OF EDUCATION,  
SCIENCE AND SPORT



*Investing in your future*

OPERATION PART FINANCED BY THE EUROPEAN UNION  
European Social Fund

Who is experiencing the problem? Describe the user persona.

How many are they?

How they are solving the problem currently?

**4 Market size / Competition**

**3 First-pass business model**

**2 Problem Statement**

**1 Vision/Mission Statements**



REPUBLIC OF SLOVENIA  
MINISTRY OF EDUCATION,  
SCIENCE AND SPORT



*Investing in your future*

OPERATION PART FINANCED BY THE EUROPEAN UNION  
European Social Fund

## 5 Risk prioritization

## 4 Market size / Competition

## 3 First-pass business model

## 2 Problem Statement

## 1 Vision/Mission Statements

1. Is the problem a must-have?
2. Can I reach my customers?
3. What price the users expect and what is the gross margin?
4. Is the market big enough?
5. Can I build the solution?



**6 Problem/Solution Team**

**5 Risk prioritization**

**4 Market size / Competition**

**3 First-pass business model**

**2 Problem Statement**

**1 Vision/Mission Statements**

Development: Who will build the product?

Design: Who will take care of aesthetics and usability?

Marketing: Who will drive the external perception of my product?





- 6 Problem/Solution Team
- 5 Risk prioritization
- 4 Market size / Competition
- 3 First-pass business model
- 2 Problem Statement
- 1 Vision/Mission Statements

**ASSUMPTIONS (GUESSES)**



What experiments have I done to prove that I:

- Can identify the demographics of an early adopter
- Have a must-have problem
- Can describe how customers solve this problem today

**7 Problem validated**

**6 Problem/Solution Team**

**5 Risk prioritization**

**4 Market size / Competition**

**3 First-pass business model**

**2 Problem Statement**

**1 Vision/Mission Statements**



What experiments have I done to prove that I:

- Can define the minimum features needed to solve this problem
- Have a price the customer is willing to pay
- Can build a business around it (back-of-the-envelope calculation)

**8 Solution validated**

**7 Problem validated**

**6 Problem/Solution Team**

**5 Risk prioritization**

**4 Market size / Competition**

**3 First-pass business model**

**2 Problem Statement**

**1 Vision/Mission Statements**



- 9 **PROBLEM/SOLUTION FIT**
- 8 **Solution validated**
- 7 **Problem validated**
- 6 **Problem/Solution Team**
- 5 **Risk prioritization**
- 4 **Market size / Competition**
- 3 **First-pass business model**
- 2 **Problem Statement**
- 1 **Vision/Mission Statements**

I can prove that I have found:

- a problem worth solving, and
- a solution worth buying.

} **Funding-ready**



**10 Minimum viable product**

= Product with the minimum set of features that solves the problem to early adopters → to maximize learning.

**9 PROBLEM/SOLUTION FIT**

**8 Solution validated**

**7 Problem validated**

**6 Problem/Solution Team**

**5 Risk prioritization**

**4 Market size / Competition**

**3 First-pass business model**

**2 Problem Statement**

**1 Vision/Mission Statements**



- 11 **Product risk verified** = Quantitative verification at large scale that I got the product right.
- 10 **Minimum viable product**
- 9 **PROBLEM/SOLUTION FIT**
- 8 **Solution validated**
- 7 **Problem validated**
- 6 **Problem/Solution Team**
- 5 **Risk prioritization**
- 4 **Market size / Competition**
- 3 **First-pass business model**
- 2 **Problem Statement**
- 1 **Vision/Mission Statements**



- 12 Customer risk verified = The path to customers is built from scalable inbound channels.
- 11 Product risk verified
- 10 Minimum viable product
- 9 **PROBLEM/SOLUTION FIT**
- 8 Solution validated
- 7 Problem validated
- 6 Problem/Solution Team
- 5 Risk prioritization
- 4 Market size / Competition
- 3 First-pass business model
- 2 Problem Statement
- 1 Vision/Mission Statements



- 13 **Market risk verified** = The cost structure is optimized to make the business model work.
- 12 **Customer risk verified**
- 11 **Product risk verified**
- 10 **Minimum viable product**
- 9 **PROBLEM/SOLUTION FIT**
- 8 **Solution validated**
- 7 **Problem validated**
- 6 **Problem/Solution Team**
- 5 **Risk prioritization**
- 4 **Market size / Competition**
- 3 **First-pass business model**
- 2 **Problem Statement**
- 1 **Vision/Mission Statements**





## 14 **PRODUCT/MARKET FIT**

= Over 40% of your users are saying that they would be “very disappointed” without your product.

## 13 Market risk verified

## 12 Customer risk verified

## 11 Product risk verified

## 10 Minimum viable product

## 9 **PROBLEM/SOLUTION FIT**

## 8 Solution validated

## 7 Problem validated

## 6 Problem/Solution Team

## 5 Risk prioritization

## 4 Market size / Competition

## 3 First-pass business model

## 2 Problem Statement

## 1 Vision/Mission Statements



## 14 PRODUCT/MARKET FIT

13 Market risk verified

12 Customer risk verified

11 Product risk verified

10 Minimum viable product

## 9 PROBLEM/SOLUTION FIT

8 Solution validated

7 Problem validated

6 Problem/Solution Team

5 Risk prioritization

4 Market size / Competition

3 First-pass business model

2 Problem Statement

1 Vision/Mission Statements

**Funding-ready**



## 14 **PRODUCT/MARKET FIT**

13 Market risk verified

12 Customer risk verified

11 Product risk verified

10 Minimum viable product

## 9 **PROBLEM/SOLUTION FIT**

8 Solution validated

7 Problem validated

6 Problem/Solution Team

5 Risk prioritization

4 Market size / Competition

3 First-pass business model

2 Problem Statement

1 Vision/Mission Statements

**Funding-ready**

**Investment-ready**





*Investing in your future*

OPERATION PART FINANCED BY THE EUROPEAN UNION  
European Regional Development Fund

Thank you!

# SMART CITIES Conference

## Lean Innovation

### Application of Funding and Investment Readiness Levels

Alexis Zrimec

[alexis.zrimec@icloud.com](mailto:alexis.zrimec@icloud.com)

[www.delajvitko.si](http://www.delajvitko.si)

+386 41 50 46 84