

From the best business idea to paying customers.

When “Idea to Market” is especially valuable

Many ideas compete for attention, but few solve an urgent customer problem backed by genuine willingness to pay. Teams invest in solutions too early; after a pilot or concept, the path to paying customers is missing. The key decision is which idea deserves further capital.

Specifically, this means deciding ...

DECIDE	BECAUSE ...
Which customer problems and ideas advance to validation	internal enthusiasm alone does not prove a market opportunity customers will pay for.
Which business models are stopped, adapted or explored further	willingness to pay and economics must hold up before major investment in a solution.
Which model receives go-to-market funding and a path to paying customers	a validated concept without an offering and sales path does not build a business.

VALUE LEVER 1 • DESIRED OUTCOME

Clarity on which business model deserves a path to market.

You gain a robust investment decision—not another ideation workshop:

- **Your idea portfolio starts with customer problems worth solving.** Relevance, urgency, target customer and existing alternatives narrow the field to a small number of genuine opportunities.
- **The strongest model receives a concrete go-to-market path.** Go, Adapt or Stop determines the offering, pilot, first paying customers and next investment stage.

VALUE LEVER 2 • HIGH DECISION CONFIDENCE

Your investment decision holds up because customer value and economics are validated before scaling.

The Idea to Market Path answers three investment questions:

- **Validate a customer problem worth solving.** Relevance, urgency, target customer and existing alternatives are validated before the solution idea.
Result: a focused Opportunity Portfolio instead of internally driven enthusiasm for ideas.
- **Validate a viable business model.** Value proposition, solution, willingness to pay, revenue logic, costs and scalability are brought together in short tests.
Result: validated models with a clear decision: Go, Adapt or Stop.
- **Decide the path to paying customers.** Market entry, offering, sales path, pilot and scaling assumptions are prepared for execution.
Result: an actionable path from investment decision to market.

VALUE LEVER 3 • FAST DECISION

After approx. 7 weeks, the first Go/No-Go decision is made—then the go-to-market can begin.

The program shortens the path from many ideas to one validated business model, then takes the strongest through to its first paying customers.

- **Weeks 1–2: Focus problems and ideas.** Relevant customer problems are validated and narrowed to a prioritized Opportunity Portfolio.
- **Weeks 3–7: Validate business models.** Problem, solution, willingness to pay and economics are tested; a Go, Adapt or Stop decision is made.
- **Then: Take it to market.** Offering, pilot, first paying customers and the scaling agenda are implemented.

Program principle. Capital is released in clearly defined investment stages. The customer problem, willingness to pay and economics must pass each gate; weak ideas are stopped decisively.

VALUE LEVER 4 • LOW MANAGEMENT EFFORT

A small core team runs short tests against clear investment gates.

Strat-Exx structures hypotheses, market tests and management decisions—without a broad innovation organization or parallel ideation initiatives.

Only four inputs are required from your organization:

- a decision-ready, cross-functional core team,
- access to market, customer and partner contacts,
- short test cycles plus existing ideas and technologies,
- management decisions at defined investment gates.

VALUE LEVER 5 • LIMITED INNOVATION RISK

No investment in solutions until the problem and willingness to pay and economics hold up.

The greater risk is not an early Stop decision. It is investing capital, technology and management attention in solutions before a customer validates the problem and the value.

The program limits this risk:

- Every idea starts with a validated customer problem—not with the solution.
- Willingness to pay and economics are tested before major capital is committed.
- Every investment stage ends with an explicit Go, Adapt or Stop decision.
- Go-to-market begins only with an offering, pilot customer and robust sales path.

Proven experience. At a company with approximately €1.5 billion in revenue, two of eight business-model hypotheses reached their first paying customers. A validated model was ready after 7 weeks; within 12 months, it generated recurring revenue in the single-digit millions of euros.

By project end, all decision-relevant evidence is on the table:

- A. a prioritized **Opportunity and Idea Portfolio** based on validated customer problems,
- B. an **evidence profile** covering target customer, problem relevance and willingness to pay,
- C. **validated** problem, solution and business-model hypotheses with initial economics,
- D. binding **investment gates** with Go, Adapt or Stop,
- E. a **Go-to-Market Plan** through the pilot and first paying customers,
- F. a **scaling agenda** for the most viable model.

The benchmark. The number of ideas developed does not matter; what matters is whether a validated business model wins paying customers and merits the next investment stage.

Which of your **business ideas** would a customer actually buy today—and which should receive no further funding?

YOUR CONTACT



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