

From idea to validated business plan in 4 weeks — 8-phase methodology
with clear deliverables.

di~f Data Intelligence Factory

di-factory.biz | contact@di-factory.biz

di~f di-factory.co

From IDEA to MVP — Business Consulting for Digital Ventures

di-factory | Data Intelligence Factory | *"The Series A Accelerator"*

From idea to validated business plan in 4 weeks.

| The Problem

- You have a great digital business idea
- But is it **good enough** to invest in?
- How can you be sure before spending months and thousands?
- You need **answers, not opinions**
- Most startups fail because they skip validation

Our Solution

- Step-by-step agentic consulting
- From idea to **validated business plan** in 4 weeks
- Fixed time. Fixed budget. No surprises.
- Data-driven decisions at every phase
- GO / NO-GO recommendation backed by evidence

| What You Get

A complete, investor-ready Business Plan with:

-  20+ validated deliverables
-  Data-driven market analysis
-  3-year financial projections
-  MVP use cases ready for development
-  Clear GO / NO-GO recommendation

Our 10-Phase Methodology

#	PHASE	FOCUS
1	One-Minute Pitch	Idea clarity
2	Problem-Solution Validation	Market proof
3	Brand & Messaging	Identity
4	Value Proposition Canvas	Product-market fit
5	Business Model (Lean Canvas)	Viability
6	Competitive Analysis & Moats	Defensibility
7	Market Sizing (TAM-SAM-SOM)	Opportunity
8	Customer Journey & GTM	Growth
9	MVP Use Cases	Build scope
10	Financial Projections	Investment case

Phase 1: One-Minute Pitch

- Clarify your idea — if you can't explain it in **60 seconds**, it's not ready
- Structured pitch framework
- Stakeholder alignment
- **Quick Win:** Pitch deck delivered in 5 days
- Foundation for everything that follows

Phase 2: Problem-Solution Validation

- Is the problem **real**?
- **10+ customer interviews** conducted
- Pain point validation & ranking
- Problem-Solution Canvas
- **Kill bad ideas early** — save time and money

Phase 3: Brand & Messaging

- Brand name development & validation
- Positioning statement
- Key messages & tone of voice
- Visual identity direction
- **Your brand is your first product**

Phase 4: Value Proposition Canvas

- Does your secret sauce align with what customers **actually care about**?
- Pain / Gain mapping
- Jobs-to-be-done analysis
- Differentiation clarity
- Product-market fit validation

Phase 5: Business Model (Lean Canvas)

- Can this be a **business**, not just a product?
- Unit economics: **CAC vs LTV**
- Revenue model & pricing strategy
- **Technical feasibility** assessment by our CTO
- Team & Org model: Traditional vs **AI-native** comparison

Phase 6: Competitive Analysis & Moats

- Why won't competitors **crush you**?
- Competitive matrix (feature-by-feature)
- Partnership opportunities map
- Barriers to entry analysis
- Sustainable competitive advantages

Phase 7: Market Sizing (TAM-SAM-SOM)

- Is the market **big enough**?
- Top-down + bottom-up analysis
- **3-year growth projection**
- Addressable market quantified
- Revenue potential mapped

Phase 8: Customer Journey & Go-to-Market

- How will customers **discover, buy, and stay**?
- Full customer journey mapping
- Friction analysis & removal strategy
- Retention strategy
- Market-specific channels
- Regulatory checkpoint

Phase 9: MVP Use Cases

- 3–5 critical scenarios — ruthlessly minimal
- Every feature traces to a **validated pain**
- User stories & acceptance criteria
- Technical requirements outline
- Ready for development handoff

Phase 10: Financial Projections

- 3-year financial model
- 3 scenarios: conservative, base, optimistic
- Funding strategy & capital requirements
- Traditional vs **Agentic Organization** financials
- Investment-ready numbers

| The Business Plan

All deliverables compiled into **one investor-ready document**:

- 16 comprehensive sections
- Evidence-based throughout
- **GO / NO-GO recommendation**
- Clear next steps
- Ready for investors, partners, or self-funding decisions

Complete Deliverables List

DELIVERABLE	DELIVERABLE
Pitch Elevator	Competitive Matrix
Problem-Solution Canvas	Partnership Map
Brand Brief	TAM-SAM-SOM Analysis
Value Prop Canvas	Customer Journey Map
Lean Canvas	Friction Analysis
Unit Economics	MVP Use Cases
Tech Feasibility Report	Financial Projections (3yr)
Org Model Comparison	Risk Register
Funding Strategy	Complete Business Plan

The Full Journey — Series A Accelerator

SPRINT	SERVICE	INVESTMENT	DURATION
1	Business Consulting	\$8K	4 weeks
2	MVP Development	\$8K	4 weeks
3	Agentic Organization	\$8K	4 weeks

Total: \$24K — from idea to AI-native company in 12 weeks

Start here. Continue if the numbers say GO.

Why di-factory

-  **Fixed time** — 4 weeks, no extensions
-  **Fixed budget** — \$8K, no surprises
-  **Data-driven decisions** — not gut feelings
-  **Investor-ready output** — professional, validated
-  **Optional MVP continuation** — seamless next step

Let's Talk

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Validate before you invest. 4 weeks. Fixed budget.

di-factory — The Series A Accelerator