

INVESTMENT READINESS LEVEL

LEVEL 9

Identify and Validate Metrics That Matter

HIGH

LEVEL 8

Validate Value Delivery (Left Side of Canvas)

LEVEL 7

Prototype High-Fidelity Minimum Viable Product

LEVEL 6

Validate Revenue Model (Right side of Canvas)

LEVEL 5

Validate Product/Market Fit

MEDIUM

LEVEL 4

Prototype Low-Fidelity Minimum Viable Product

LEVEL 3

Problem/Solution Validation

LEVEL 2

Market Size/Competitive Analysis

LEVEL 1

Complete First-Pass Business Model Canvas

LOW

