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

∂i~ƒ Data Intelligence Factory

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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