

# THE 5 STEPS

## 1 DEFINE YOUR MINIMUM SUCCESS CRITERIA

Determine the desired outcomes for your business from the ideas within the cohort. Establishing a clear goal is crucial to prevent your business from losing direction. Thus, make a strategic decision on this matter.

Link: [MSC playbook](#)

## 2 DECONSTRUCT YOUR IDEA

Allocate 20 minutes to draft your idea using a Lean canvas. Avoid exceeding this time limit initially, and concentrate on precisely identifying your customer segment, the problem to be addressed, and the revenue model, including possible pricing structures.

Link: [Defining your idea playbook](#)

## 3 STRESS TEST DESIRABILITY

We want you to know that our goal is to understand the fundamental reasons behind the necessity of your suggested solution. Consequently, promptly formulating a "why now" statement is essential.

Link: [Desirability stress test](#)

## 4 STRESS TEST VIABILITY

It is crucial to rapidly grasp the market size, and using the viability test can help us achieve this. Begin with your minimum success criteria, and evaluate if your idea (including various business model iterations) can attain your objectives.

Link: [Viability stress test](#)

## 5 STRESS TEST FEASIBILITY

Employ the Traction Roadmap to plot the essential milestones in your journey from concept to product/market fit. This enables you to recognize the significant steps and identify any potential concerns for the business. Also, consider whether we have the capabilities in the business and have access to the technology potentially needed etc.

Link: [Traction model playbook](#)