
Causeway – From Idea to Innovation Business

EXECUTIVE SUMMARY



www.thirdcoast.co.uk

YOU HAVE AN INNOVATIVE IDEA - WHAT DO YOU DO NOW?

Developing a viable business

You have a product or business idea and you want to go to market – what is the next step? You want the best chance of success and to be as efficient as possible in getting there.

Causeway Innovation Method will guide you from idea through evaluating its commercial viability to creating a Gameplan for going to market and how to develop the idea. It is phased method with tools and techniques to help you discuss, design and develop your innovation proposal.

Causeway goes beyond 'this is what a good innovation business should look like'; it shows you a path to building a commercially viable business.

What distinguishes Causeway Innovation?

Checklists for business plans and product development methods exist already, so why add another method handbook?

The problem is that checklists tell you what you should have developed, particularly for the contents of a business plan. However, they don't give you advice on how to develop a business.

Product development methods are often followed but they have a built-in, risky flaw, which is that the 'Customer Only Votes Once'. You only discover whether you have a success on your hands after the launch of a 'fully loaded, big budget' product.

Causeway is distinguished by the following practices:

- Visiting the customer's workplace and witnessing what the customer situation really is.
- Prototyping ideas simply, to explore business problems with customers and to assess the value of resolving them.
- Discussing the Business Model with potential customers to get their buy-in.
- Using one diagram to hold the overall view of the innovation in view encouraging cross-checking of all the elements of the proposal.
- Using peer review to assess commercial viability at several points during development
- Stripping down the first product to something as simple as it can be and then launching that to get early customer feedback.

Who is it for?

Causeway will assist:

- Corporate business developers wanting an approach focussed on getting results faster and more efficiently.
- Technologists needing to learn the language of innovation business development.
- Inventors wanting to assess the commercial potential of their idea.
- Investors seeking promising business proposals with a risk-minimising Gameplan.

Third Coast

The Causeway Innovation Method is set out in a Handbook from Third Coast Consultancy. We also provide innovation training and entrepreneurship consultancy. Please contact us at:

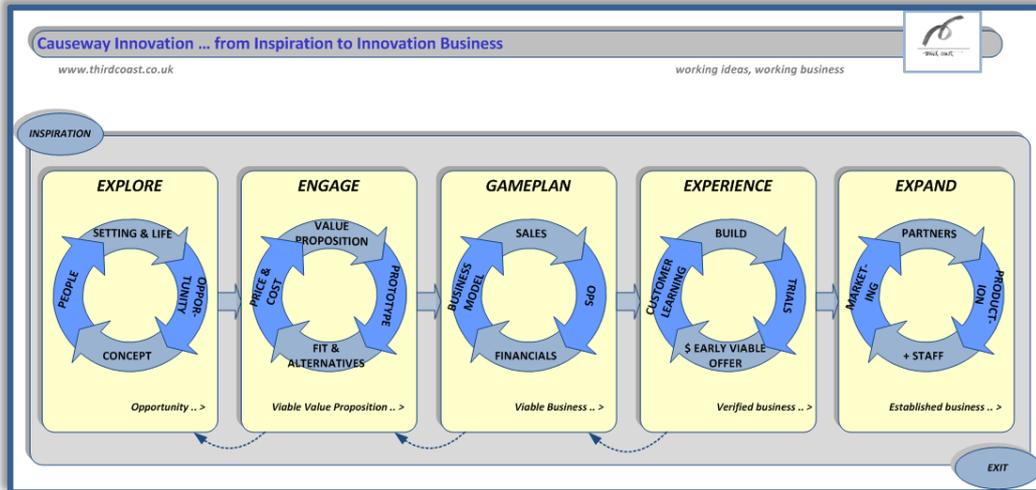
info@thirdcoast.co.uk

Innovation Business Development – Handbook - Training –Mentoring

CAUSEWAY INNOVATION METHOD

THE PROCESS

Causeway Innovation is designed for innovators, entrepreneurs and investors who want to develop an innovative idea into a successful business. It is a step-by-step method on how to validate the value of the idea, discover its commercial potential and control the risks throughout development. It gives you the business language to get people involved and the toolkit to drive innovation change.



The story

Causeway uses the Innovation Storyboard to aid you to:

- Check all the parts of your innovation business work together.
- Deliver a top-level pitch backed up with bullet level details, to get people's attention.

