

NewBiz

A Discipline for Validating Product &
Market Viability before Investment



About the Practitioner

- ▶ I developed Creathorn's Law and the related frameworks over more than 30 years of hands-on work leading sales turnarounds, product launches, and performance improvements.
- ▶ In my 5th decade of work experience, I still bring the same energy, analytical rigour, and pattern recognition to every engagement.
- ▶ These are not training programmes or off-the-shelf templates. The real learning happens through doing the work together.



Martin Creathorn
Founder & Practitioner
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Ready. Fire. Aim!

- ▶ Most organisations do not skip business planning — they fragment it.
- ▶ Pricing, targeting, segmentation, and positioning emerge across functions — often reactively.
- ▶ Execution begins before clarity is complete.
- ▶ NewBiz restores sequence: Define. Validate. Execute.

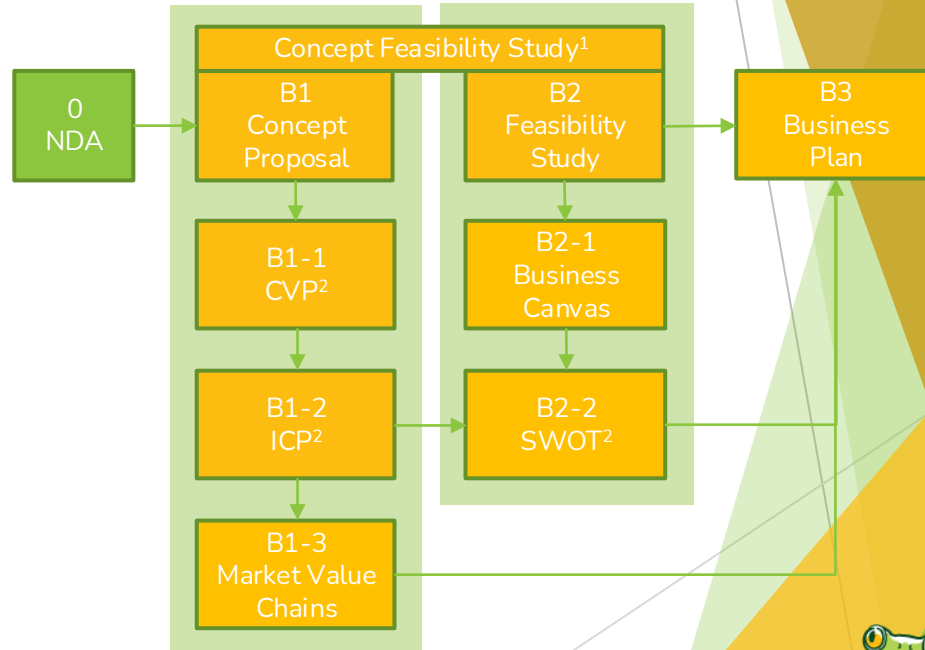


NewBiz Process

Determine Business Viability Prior to Investment

NewBiz performs the product management work many organisations skip — preventing downstream failure:-

- ▶ The opportunity is commercially and technically viable.
- ▶ Target segments and value propositions are explicitly defined.
- ▶ The financial logic is coherent and defensible.



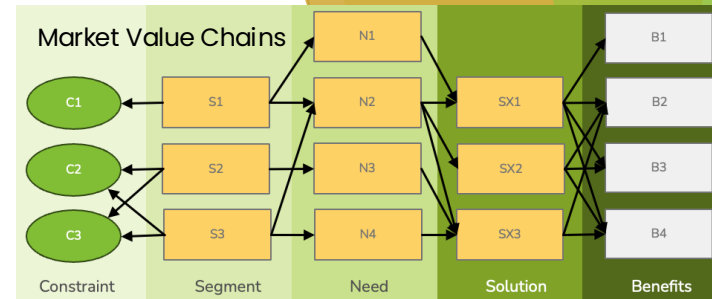
¹ Concept Proposal and Feasibility Study are often combined into a single document: Concept Feasibility Study.

² Per identified customer segment



Business Concept

Steps and Documents

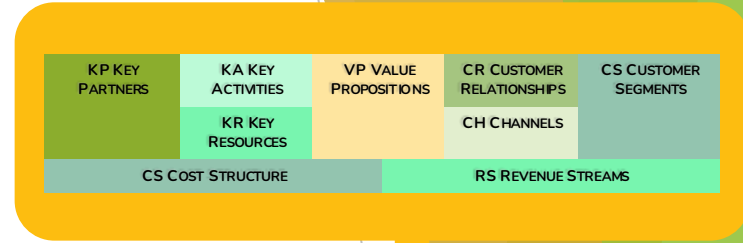


ID	DOCUMENT	DESCRIPTION
0	NDA	Start with a Non-Disclosure Agreement before sharing ideas with potential partners.
B1	Concept Proposal	Used to attract the interest of potential investors and partners, to seek consensus to conduct a more detailed investigation and planning for the idea. To be able to judge the feasibility of a new concept, sufficient evidence needs to be presented to show that initial stages of the concept have been thought through.
B1-1	Compelling Value Proposition (CVP)	Why would customers buy our product over competitors? A clear, structured statement highlighting our specific benefits and value. It addresses customer needs and differentiates the offering in the market, ultimately helping to attract and retain customers within broad segments.
B1-2	Ideal Customer Profile (ICP)	Who are the target customers, that have the needs we address? Establish the key factors that need to be taken into consideration when targeting prospects and qualifying opportunities, and distinguish between “perfect”, “good enough” and “avoid” characteristics for each of these factors.
B1-3	Market Value Chains	A structured, visual way to link customer constraints and needs to solutions and benefits — providing a clear, actionable view of product–market alignment. Specific customer segments are further detailed.



Business Feasibility

Steps and Documents



ID	DOCUMENT	DESCRIPTION
B2	Feasibility Study	Investigates a concept further to study issues, its technical and commercial feasibility, and to provide a detailed scope as the basis for an eventual project. Typical areas covered: legal, marketing, sales, financial, technical considerations, operations, ancillary products.
B2-1	Business Canvas	A visual way of summarising all aspects of the business proposition. Reducing detail clarifies the core ideas.
B2-2	SWOT	Identifies the Strengths, Weaknesses, Opportunities, and Threats impacting the business proposition, to expose which internal and external factors are favourable or unfavourable to achieving goals.
B3	Business Plan	Combines all of the information and insights into a single document.
	Preliminary Requirements	During this exercise, it is unavoidable that ideas for important requirements will arise because participants have a unique overview of the whole concept. They should be collected now, to avoid being forgotten.

	Opportunities	Threats
Strengths		
Weaknesses		



Conclusions

- ▶ The techniques are not novel in isolation. Their power lies in disciplined integration.
- ▶ Each step introduces a distinct analytical lens. Overlap is intentional. It exposes assumptions and progressively sharpens strategic focus.
- ▶ The process translates advantage into positioning — down to message architecture and decisive keywords.
- ▶ When complete, ambiguity disappears.
 - ▶ You know which segments to target.
 - ▶ You know how to identify them.
 - ▶ You understand their real needs.
 - ▶ You can articulate how your offering addresses them.
 - ▶ You know which arguments create traction.
- ▶ Most importantly, NewBiz forces explicit choice. It prevents wasted capital, diluted focus, and misplaced effort — even when the correct decision is to stop.



Validate the business before you invest.

- Contact us to explore how NewBiz can be applied in your organisation.
- enquiry@punkfrog.se



Related Frameworks

- ▶ Market Value Chains
 - ▶ A strategic framework for product and market alignment.
- ▶ BRISK Analysis
 - ▶ A rapid Brief Risk template for identifying and assessing key risks.
- ▶ Performance Metric Framework
 - ▶ A behaviour-first approach to designing performance metrics.

