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gather and keep track of the evidence - text, images, and audio - for your seven domains analysis of one or more entrepreneurial ideas while you are on the go. As lean start-up guru Steve Blank says, read it - and use it - before even thinking about launching your start-up.

The New Business Road Test by

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The New Business Road Test shows how to assess market opportunities. Building on lessons learned by studying numerous entrepreneurs, the book details the author's seven domains model for assessing new business ideas. The model is comprised of four market and industry domains and three related

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supermarket industry, the restaurant
industry, the coin vending machine
industry the coffee bar industry and so

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examine many business issues, some of
which I hadn't previously thought about.
As a result I have modified my plans,
and I now feel that I have a better
chance of securing funding and

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start-up idea while out and about. It
assists the user in gathering real-world
evidence to answer the most crucial
question they face: "Why will or won't
my idea work?"

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systematic method of determining the viability of any business before you invest time, effort, and resources in a new venture. Fundamental flaws in your business model virtually guarantee that your venture will fail.

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So what does a proper road test of a business idea involve? “Testing The Seven Domains of Attractive Opportunities” says Mullins. Below you will see the best questions to ask when it

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John Mullins, an entrepreneur and professor at London Business School, developed the Seven Domains Model

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**Mullins' Seven Domains Model:
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before writing a business plan, 2nd Edition John Mullins, John Mullins teaches and studies entrepreneurship and the management and financing of rapidly growing businesses as a professor at London Business School.

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