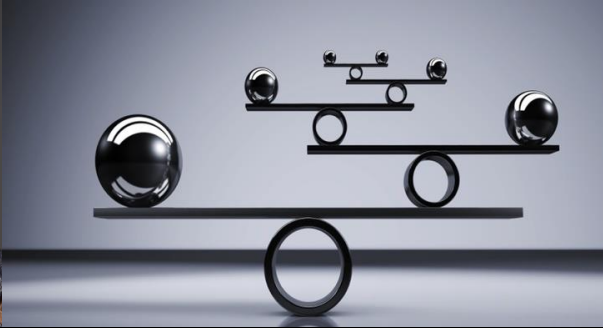




Product, Project & Startup Help



Vic Uzumeri, PhD

- www.linkedin.com/in/uzumeri
- fluidprojects.com/about



Value Proposition(s)

Customers can't be forced to buy. They must WANT it (consumer markets) or NEED it (business markets). Either way, you must explicitly define what they value and how you will provide it.

Innovating on a tight budget is stressful ... whether standing up a new business or running a novel project inside an established one. Every decision seems life or death ... and sometimes it is.

I've been there many times.



Cash Management Plan

When you run out of cash, you'll be run out of business. Building a cash planning model is not hard and it can be the difference between success and failure.

I could offer to coach and hand-hold but I think that's (mostly) a waste of your time and money. Ultimately, you ... the idea owner ... must be clear-sighted and in charge.



Write Business Stories

Getting stakeholders fully on board is tough. Salespersons and designers often live in different realities. Write stories about key situations and discuss them thoroughly with everyone.

Fortunately, I've learned a few tricks like the ones on the left that can make a **BIG** difference. They can free your time, increase your confidence, and highlight the decisions that drive success or failure. None are hard. You may already do some of them. I'll help you quickly master the rest.

You can move faster and be more sure-footed. Your pitch deck will almost write itself. You can apply scarce funds to best effect. You can find experts when you need them. You can get everyone onto the same page.



Source Expert Labor

Years ago, you could start a company with 3 or 4 skills. Now it may take 10 or 20. Full timers are overkill. You need variety more than quantity. Freelancer markets like UpWork can help.

I can help a team master these techniques in 100 hours or less. If you only need one or two, my involvement will be much shorter. If you need a deeper dive, my involvement might be greater.

It's your call.