



Business Development Program

The **Business Development Program** infuses your business with an innovative culture in a profitable way. This interactive and dynamic program leads a team of innovators through a proven process to identify, assess, and qualify potential opportunities for new or existing markets. During the first day, your team will identify which opportunities have the highest potential to positively affect your bottom line. By the end of the program, your team will deliver a professional presentation outlining your strongest opportunities to your executive management team.

Key benefits include:

- Three facilitated days of workshops
- Ten hours of individualized consulting
- An assigned coach to assist with research
- One-on one interaction with experts in idea evaluation
- A flexible and adaptable process to rate your innovation opportunity
- Increased business acumen
- A customized business model
- An executive summary and white paper documenting the potential opportunity
- Defendable decision to drop, mature, or pursue the concept
- Executive presentation
- CLE credits available

Innovation

Any new technology concept, service, process, software, or other opportunity that can be pursued to produce a bottom-line impact. This could be a new application for an old technology, or an old technology applied to a new market.

Fee:

Priced at *only* \$4,750 per assessed opportunity, this is an excellent way to drive profitable innovation into your corporate culture. Included in this fee are customized materials for three team members to drive the Opportunity Evaluation process:

Program Agenda

Day One: Opportunity Assessment

- Creating an Opportunity Concept Paper
- Seven-step Opportunity Evaluation
- The Ideal Opportunity
- Intellectual Property discussion
- Features and Benefits Worksheet

Day Two: Market Validation of Opportunity

- Presentation: Value of Opportunity
- Market Validation Plan
- One-to-one Coaching

Strategy Sessions

- Preparing the Marketing Validation
- Coaching for Final Presentation

Day Three: Presentation of the Opportunity

- Executive Feedback Session

- The resource guide, ***Fueling Innovation: Igniting the Entrepreneurial Spirit*** by Courtney Price, Ph.D. and Mack Davis
- *The Opportunity Assessment Planning Guide*
- *A Market Validation Planning Guide*
- Opportunity Assessment and Market Validation presentation overheads
- Strategy Session worksheets

Material costs will be assessed for more than three attendees per opportunity.

VentureQuest Ltd. LLC

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Business Development Program

Successes

This program has been developed through more than twenty years experience with over 150,000 participants worldwide. Our clients include:



Testimonials

".. the most important benefit of [this] program for employees and the company is the practical business education and learning opportunities associated with it."

~ Miller Adams, Vice President, Boeing Ventures

"Comprehensive... [the program] gave us confidence in moving forward with our opportunity"

~ Lauren Evans, President, Pinyon Environmental Engineering Resources

About VentureQuest

VentureQuest Ltd. LLC is a consulting, education, and training firm that helps organizations create bottom line profits by capitalizing on developing people, market opportunities, and new business ventures. VentureQuest helps organizations realize the true top and bottom line value of innovation to fuel an organization's evolution. Visit us online at: www.venturequestltd.com

The Business Development Program is facilitated by VentureQuest Senior Consultants Courtney Price, Ph.D. and Mack Davis. Price and Davis have over forty five years combined experience conducting business development and innovation programs. They have authored of over twelve books related to using innovation as a means to create new revenue sources for businesses and commercializing technology. Both are experienced entrepreneurs who have started more than ten companies and were the founders and directors of the "Entrepreneurial Education Foundation" funded by the Kauffman Foundation in Kansas City.

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