## Startup Development Framework

Stage – 1 Problem Discovery:

Identifying a real market gap or customer pain point worth solving.

Stage – 2 Ideation:

Brainstorming and refining innovative solutions and early discussions with potential users, mentors, and experts.

Stage – 3 Proof of Concept (PoC):

Demonstrating that the idea is technically feasible and practically possible.

Stage – 4 Minimum Viable Product (MVP):

Creating a simplified version of the product with just enough features to test with early adopters.

Stage – 5 High-Fidelity / Functional Prototype:

Developing a more advanced and user-ready version for deeper testing.

Stage – 6 Pilot Launch / Market Validation:

Testing the product in a small, controlled segment of the market along with measuring traction and gathering user feedback.

Stage – 7 Feedback Incorporation / Pivot:

Refining, improving, or even pivoting the product or business model based on insights.

Stage – 8 Market Launch:

Officially entering the wider market with a strong go-to-market strategy.

Stage – 9 Scaling & Growth:

Expanding reach, increasing customer base, building partnerships, and raising larger funding rounds.

Stage – 10 Maturity / Exit:

Achieving sustainability and profitability, or pursuing acquisition, merger, or IPO.

**Problem Discovery**
Identifying market gaps and customer pain points

**1**

**2**

**Ideation**
Brainstorming and refining innovative

**Proof of Concept (PoC)**
Demonstrating technical feasibility

**3**

**Minimum Viable Product**
Testing with early adopters

**4**

**High-Fidelity Prototype**
Developing a user ready version

**5**

**Pilot Launch / Market Validation**
Testing in a controlled market

**6**

**Feedback Incorporation / Pivot**
Refining based on insights

**7**

**Market Launch**
Officially entering the wider market

**8**

**Scaling & Growth**
Expanding reach and building

**9**

**Maturity / Exit**
Achieving sustainability or pursuing acquisition

**10**