



Zero to MVP

Imagine you had a framework for your employees to innovate helping you find new products, save money and increase job satisfaction. Your employees are uniquely qualified to understand the problems that your customers face and that they themselves face in their work. We give you a process to unleash and build upon the innovation that resides within your walls.

Corporate culture, budgets and management styles can restrict the development of ideas. Most companies lack a risk and reward structure where employees can share and launch new ideas. Imagine being able to tap the next big thing from within your organization rather than through acquisition.

We run an internal innovation accelerator for your company giving you a custom program to help employees build and develop new ideas. Ideas that could be the future of your company.

The Zero to MVP Process

Ideate. We show your employees how to capture and build on great ideas. Your teams will learn about rapid prototyping, user stories and idea validation.

Identify. We work with your team to review the employee ideas that come out of the innovate session identifying those ideas that would impact your bottom line and corporate goals. Together, we pick a range of finalists and then work with these finalists on developing their business case and pitch.

Pitch. The finalists pitch their ideas competing to show how their ideas provides the greatest benefit to your business. Winner(s) of the pitch move on to the Accelerate phase.

Accelerate. We work with the winners of the pitch event to launch their “startup” project. We work to pair your employees with internal or external resources to further develop their idea. We provide strategic guidance in getting an MVP to market.

Program Options

Startup Pairing. Based on your needs, we will find and pair talent from local startups to work with your teams. From designers, coders, strategists and management, our team will bring our network of startup connections to your innovation program.

Incubation. Our team can host your team(s) in an off-site setting as they build their MVP. We provide and manage the process and resources for building out your winning projects.

Mentoring. We can arrange for some of the best startup minds to mentor your team(s). Startups often have a different view of a market or idea and are adept at the process of building out an MVP.

Full Build Out. Can't spare your people or lack resources? Our team can take your winning ideas and build them out for you. We offer a full range of build out from simple prototyping to full team building.

Identify and Ideate Workshop Series

Who it's for: Companies looking to refresh early stage product and service pipelines

Timeline - 30 to 60 days based on team count and company size

How: Our program helps avoid internal delays and politics, while allowing your intrapreneurs a voice. We achieve this by running an internal program to have employees and teams submit ideas in a controlled format.

Phase one - Identify

Xavier CFI works with management to identify current risks and wants that need filled. After review with management, the MVP team will launch the program.

- Launch internal contest
- Review submissions with management
- Top ideas are notified
- Idea team leaders are identified, and teams formed
- Teams are given time to work on the ideation phase

Phase two - Ideate

Idea teams work offsite with Xavier CFI in several sessions to refine ideas, and develop value proposition and fit. Teams are exposed to thought leaders from the startup community and Xavier. The teams are challenged to think and pitch like startups, and are given resources based on your company's focus and sector.

- Offsite group ideation session
- Individual team review with specific assigned mentors
- Offsite group pitch practice with mentor review
- Individual team pitch presentation work with designer
- Final offsite pitch review and practice

Phase three - Pitch day

Teams pitch to a larger corporate group, or to management. Your company will have a stated outcome for top teams for next steps.

- Onsite or offsite pitch event
- Delivery of all pitch decks and ideation materials to management
- Final review with management on teams and ideas

Problem solved: Finding early stage ideas and developing into an actionable concept for management. Management teams have a fast path to new ideas vetted by startup and educational mentors. The result is new early stage projects and services for management to build.

MVP Workshop Series

Who it's for: Companies who want to increase their speed of innovation and need new products to compete in the marketplace. This program is for companies who want to grow with the speed and approach of a startup. We teach your teams how to approach product design and improvement from an Agile approach; constant, fast small tests and changes based on customer feedback.

Timeline - 60 to 120 days based on team count and company size

How: We bring your teams offsite work to validate and launch a first version of a product. We bring in University and startup resources to assist your teams with their launches.

Phase one - Ideate

We work with your teams on the value proposition, market fit, and needs for their product. The outcome is the idea of what the minimum, viable, deliverable product is.

Phase two - Validate

Your teams perform market validation of the products. We work with your teams to facilitate rapid testing and review of the product, and reincorporate these findings into the MVP concept. This stage delivers the validated MVP concept.

Phase three - Build

We start a product buildout. Depending on your line of business, we bring in trusted resources to work with your team to build and test your product. We provide a framework and resource pool that allows your team to move quickly

Phase four - Launch

Your team has a launch party. We assist your team in launching internally to your company, or into a test market of your choosing. Your launch can be with your corporate teams support, or via startup growth hacking techniques.

Phase five - Review

We take all of our data from your product launches, and review with your management team. We provide an outside analysis of your teams, products, and suggested next steps.

Problem solved: Your company gets new product pipeline without acquisition, or without investing in internally focused R&D. Using this program helps your company identify and keep talent internal, instead of losing key employees to startups and new ventures.