The NABC approach to structure new business ideas:

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AY 2017-18
NABC Approach

• An essential method to quickly structure, analyse and develop value propositions for projects


• A short video presentation: https://www.youtube.com/watch?v=iHiLAJGDGt4
Do the NABC in 4 steps

• What is the important customer and market NEED?

• What is the unique APPROACH for addressing this need?

• What are the specific BENEFITS per costs that result from this approach?

• How are the benefits per costs superior to the COMPETITION’s and the alternatives?
Need

What are our client's needs?

A need should relate to an important and specific client or market opportunity, with market size and end customers clearly stated.

The market should be large enough to merit the necessary investment and development time.
Approach

What is our compelling solution and unique advantage to the specific client need?

As the approach develops through iterations, it becomes a full proposal or business plan, which can include market positioning, cost, staffing, partnering, deliverables, a timetable and intellectual property (IP) protection.
Benefits

What are the client benefits of our approach?

Each approach to a client's need results in unique client benefits, such as low cost, high performance or quick response (better, faster, cheaper).

Success requires that the benefits be quantitative and substantially better - not just different. Why must we win?
Competition

Why are our benefits significantly better than the competition?

Everyone has alternatives. We must be able to tell our client or partner why our solution represents the best value.

To do this, we must clearly understand our competition and our client's alternatives.

We must be able to clearly state why our approach is substantially better than that of the competition. Our answer should be short and memorable.
NABC

N: What is the most important user and market need?
A: What is your unique approach?
B: What are the specific user advantages
C: How does these advantages differ from the competition?

1: BUILD DATA
Observations and interviews

2: DEFINE FOCUS
Analysis and insights

3: BUILD OPPORTUNITY
Theme and storytelling

4: BUILD SOLUTION
Development and prototyping

5: USER ADVANTAGES
Test and need

6: IMPLEMENT
Strategy and scalability

7: COMPETITION
(Dis)Advantages

Application to the unibz MSc in Entrepreneurship & Innovation

• To complete your application describe your idea for an innovative startup by using the NABC framework

• You may write your document in any of the three official languages of the study program (i.e. German, Italian and English)

• Convince us that you have the right mindset and the proper attitude to attend successfully this study program
FAQ about NABC for the application to the
unibz MSc in Entrepreneurship & Innovation

... I am a prospective student for the MA in Innovation and Entrepreneurship at UNIBZ. I would like to clarify the requirements for the New Business Idea:

Q1: the format: PDF, PPT, or WORD?
A: pdf is certainly a preferred format.

Q2: the size: how many pages is allowed for the NABC?
A: We deliberately did not set a rule: long enough to provide some rich context and elaborate some reasoning. For this purpose, at least 4 pages, I would say.

Q3: the content: can it be a project designed specifically for my community?
A: Any contextualization is appropriate; I would even say that without the identification of a target community/market the all description would be too vague.