

The NABC approach to structure new business ideas

Prof. Alessandro Narduzzo, 2015

NABC Approach

- An essential method to quickly structure, analyse and develop value propositions for projects
- Curtis Carlson & William Wilmot (Stanford Research Institute, US): **Innovation** – The Five Disciplines for Creating What Customer Want, 2006
- 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.



SRI INTERNATIONAL

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

3: BUILD OPPORTUNITY
Theme and storytelling

5: USER ADVANTAGES
Test and need

7: COMPETITION
(Dis)Advantages

2: DEFINE FOCUS
Analysis and insights

4: BUILD SOLUTION
Development and prototyping

6: IMPLEMENT
Strategy og scalability

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.

