

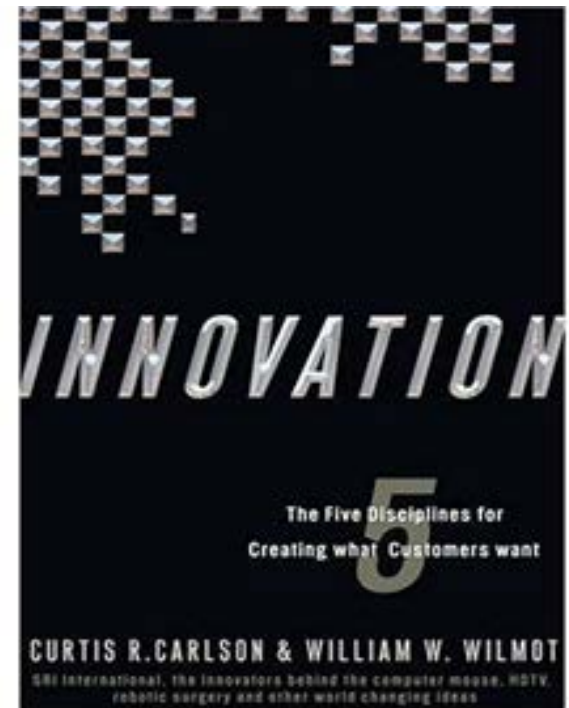
# The NABC approach to structure new business ideas

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in Entrepreneurship and Innovation

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## 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 need do I want to face?  
What problem do I want to solve?

A need relate to an important and specific client that must be clearly identified.

Need and size of the customers define the market opportunity.

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 and refinements, it eventually becomes a full proposal or business plan, which can include market positioning, revenues model, 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 competitive existing solutions?

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.



# 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 English
- Convince us that you have the right mindset and the proper attitude to attend successfully this study program





# FAQ: Use of NABC for the application to the unibz MSc in Entrepreneurship & Innovation

**Q1: I have already founded a startup. Can I use this idea for my application?**

In principle, you can; in practice, we do not recommend to do it. Unless, your idea is striving and highly original, and you expect to make an impact.

**Q2: Which criteria will be applied to evaluate my business idea?**

We use four main criteria. First, the originality of the idea. Please, avoid to propose versions of existing ideas, adapted to a local market or to a segment of customers. Second, coherence in the way the idea is formulated and explained, with respect to the 4 dimensions: NABC. Third, the impact of the idea: How this innovative idea is going to change the world (e.g.: people life, environment, etc.), if implemented. Fourth, the development of the idea (e.g. assessment of the problem/solution, creation of a prototype, etc.).

**Q3: Can I describe my innovative idea without using NABC?**

Yes, of course. We suggest this template, but this its use is not mandatory. If you have already developed your idea using another template, this is also fine.

# FAQ: Use of NABC for the application to the unibz MSc in Entrepreneurship & Innovation

**Q4: Can I submit as an innovative idea a project of social innovation designed specifically for my community?**

Social innovation is absolutely welcome, and any contextualization is appropriate. Still, do not forget the criteria to evaluate your idea are the same: originality, coherence, impact, development.

**Q5: the size: how many pages is allowed for the NABC?**

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.

**Q6: I already develop a prototype and a business model of my idea. Can I describe them in my document?**

Yes, you can describe them in the Approach section. If you produced video or other materials you think are relevant, please add the URLs of the external links

**Q7: the format: PDF, PPT, or WORD?**

A: pdf is certainly a preferred format.