



THE PROPERWAY
INTERNATIONALIZATION

Business Case: Process Overview

Amazonic Beauty

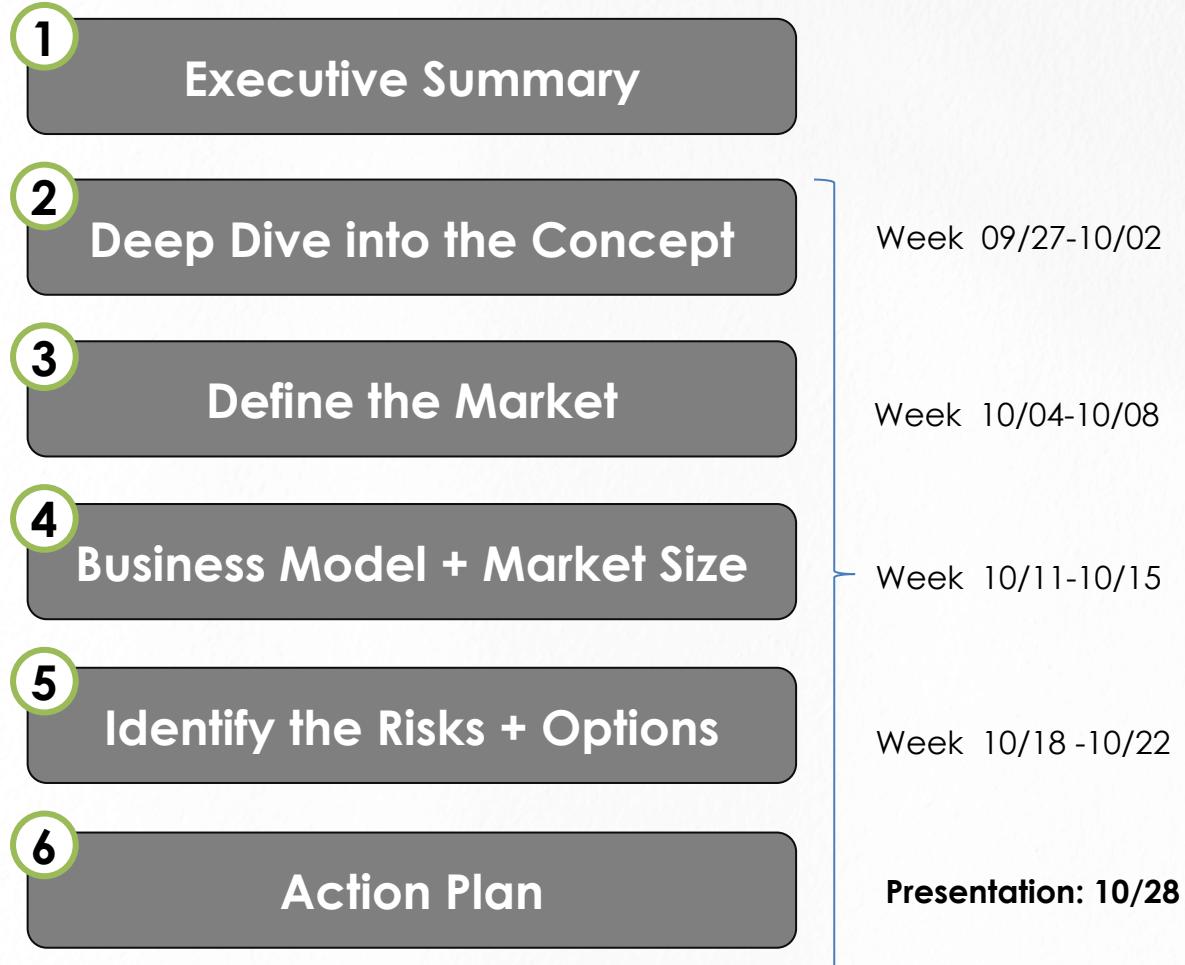


Business Case: Process Overview

1. Key Insight	<ul style="list-style-type: none">• A Deep dive into the concept• What is the key question and how does the concept answer it?	4. Rough Estimate of Size of Prize	<ul style="list-style-type: none">• How big is the market? What portion of the market does the business concept target?• What is a reasonable estimation of the value captured by your client?
2. Value Proposition	<ul style="list-style-type: none">• What are the benefits of this concept?• Who gets these benefits?	5. Business Model	<ul style="list-style-type: none">• Which stakeholders (including Amazonic Beauty) give or receive value?• How will Amazonic Beauty make money of this value exchange?
3. Detailed Description of Business Concept	<ul style="list-style-type: none">• How could we visualize the concept?• What additional detail about each of the major aspects of the concept can be provided?	6. Action Plan	<ul style="list-style-type: none">• What next steps recommended for this business concept?

Business Case: Process Overview

Plan Overview



Validation Surveys- 2nd Implementation Phase

