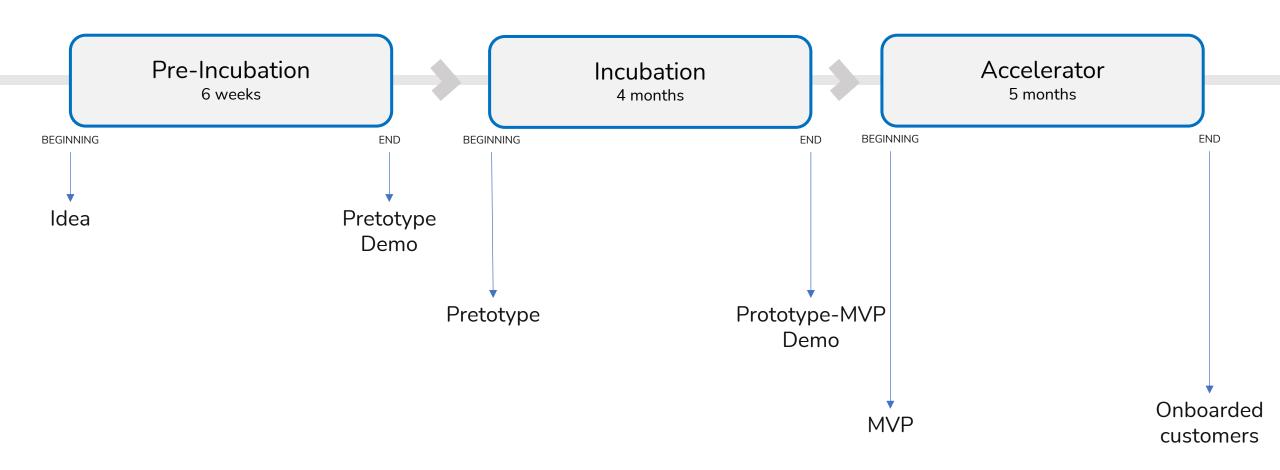
ABB Startups - Product Phases





Pre-Incubation: From idea to pretotype





Idea:

We are looking for innovative ideas that have been generated by a group of entrepreneurs alongside the program scope. This idea needs to be a peculiar one that could be turned into a functioning solution for a scalable business.

Pretotype:

A pretotype is a stripped-down version of a product, used to merely validate interest. For your restaurant with delivery service, a pretotype could be a simple website that tracks how many visitors come to your page, giving you an idea as to whether or not people would be interested in ordering food from you. The pretotype needs to be presented clearly at the demo day.

Incubation: From pretotype to prototype/MVP





A working pretotype:

Only the successful startups with working pretotypes are admitted into the incubator.

Prototype:

A prototype is also a stripped-down version of a product — but one that contains more detail than a pretotype. Once you learn that people are interested in your product, you create a prototype to test if what you're building meets customer expectations, and to work with engineers to see if a product like yours can actually be built and will work as expected. Back to the restaurant: A prototype would involve adding a menu to your basic website and measuring which items people view more often. It might also involve creating a few recipes and offering people the prepared food for free, in exchange for giving you feedback. The prototype needs to be presented clearly at the demo day.

Accelerator: From MVP to thriving business





actually pay you to use it. Note that an MVP doesn't have to be the final version of your product. It just needs to be usable. For a delivery restaurant, your MVP might involve delivering food to paying customers. However, you might use a third party to help you save time and resources on cooking and delivery.

Product journey



