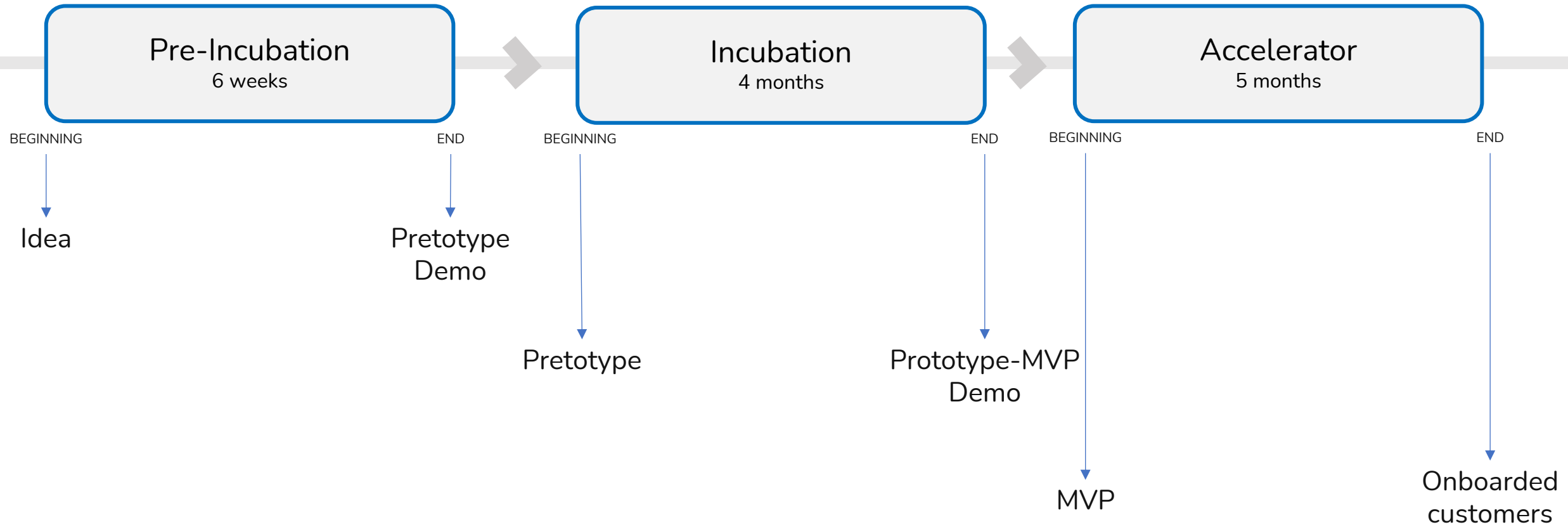
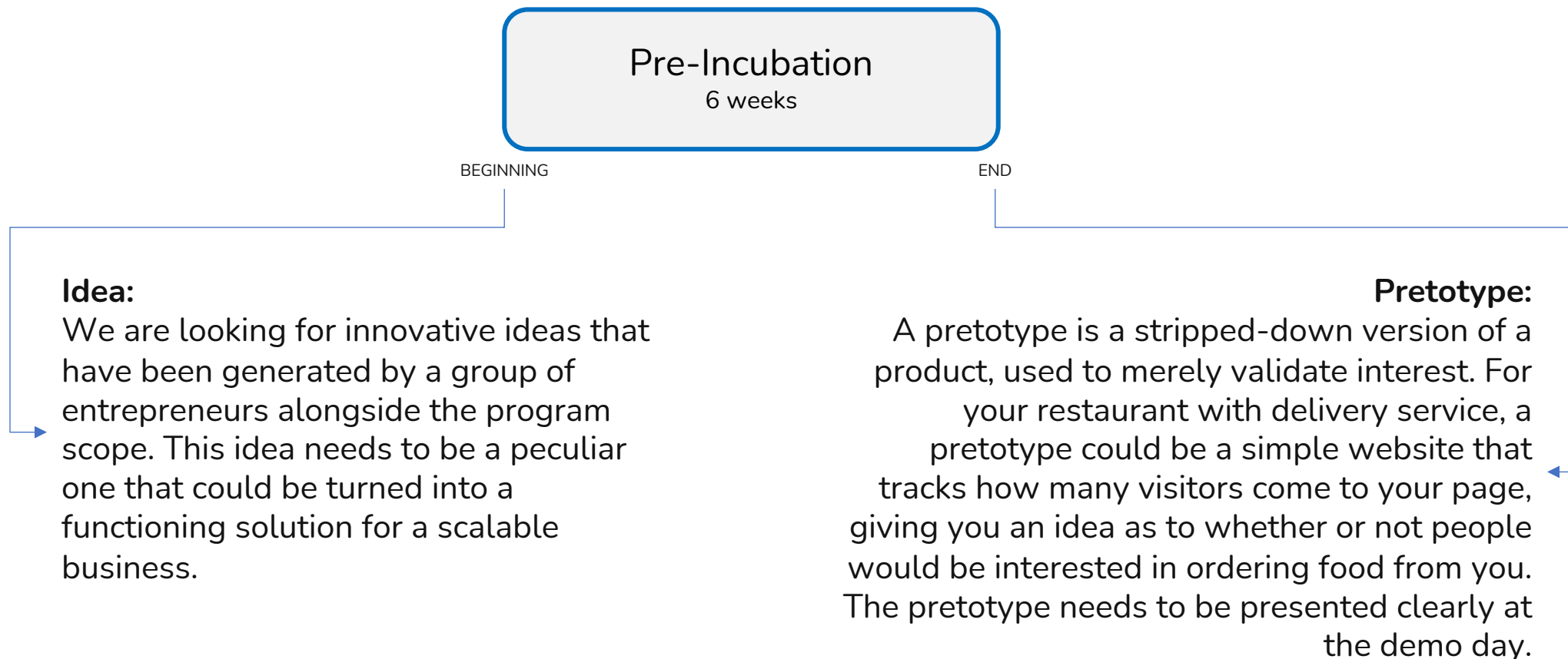


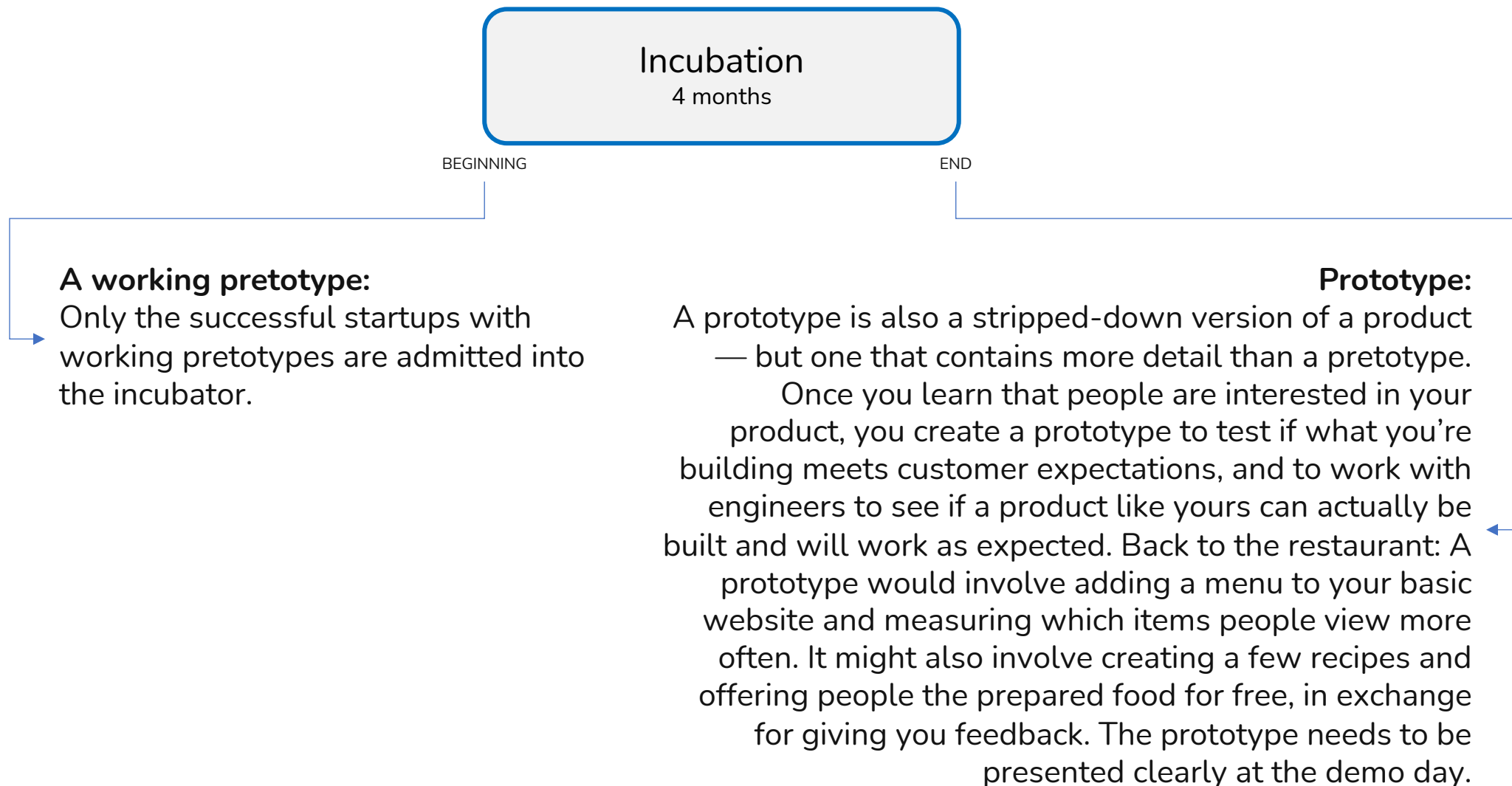
ABB Startups - Product Phases



Pre-Incubation: From idea to pretotype



Incubation: From pretotype to prototype/MVP



Accelerator: From MVP to thriving business



BEGINNING

END

MVP is required:

MVP is also a stripped-down of a product — but not only does it contain more detail than a prototype and prototype, it provides enough value that people will 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.

A business on the rise:

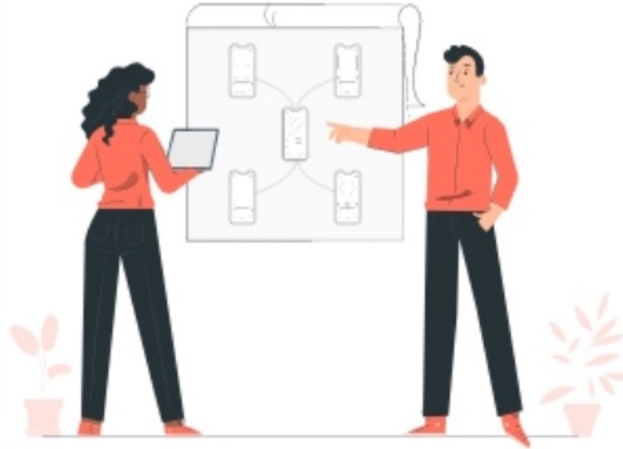
The ABB Accelerator aims to graduate residents in a form of thriving businesses that have onboarded customers and generated revenues..

Product journey

Ideation



Pretotype



Prototype / MVP

