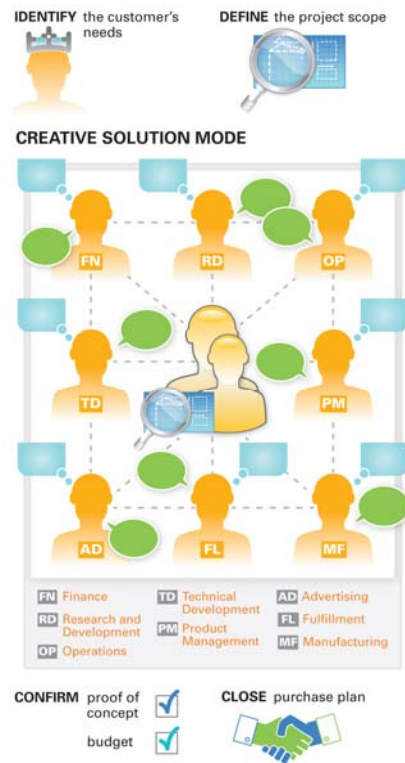




The Creative Solution Mode



Explained in **Identifying Potential Products and Services** section.

Larger illustration on next page

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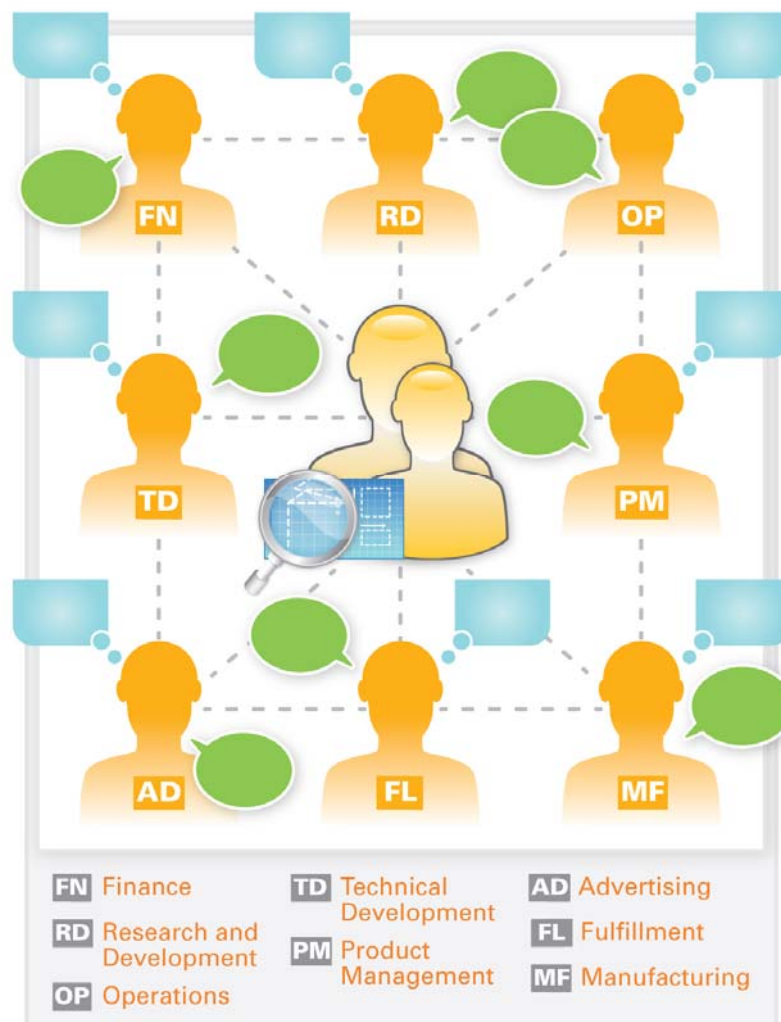
IDENTIFY the customer's needs



DEFINE the project scope



CREATIVE SOLUTION MODE



CONFIRM proof of concept
budget

CLOSE purchase plan

