



## TARGET AUDIENCE

### PROOF OF CONCEPT

Internal groups

### PROTOTYPE

Select stakeholders

## OBJECTIVE

### PROOF OF CONCEPT

To demonstrate operational feasibility

### PROTOTYPE

To give first look-and-feel of a product

## PRACTICAL USE

### PROOF OF CONCEPT

Lower risk of failure by showing a concept can be brought to life

### PROTOTYPE

Discover and correct errors by having a working model of a product

## MARKET VALIDATION

### PROOF OF CONCEPT

"We have a feasible solution"

### PROTOTYPE

"This is how we will build it"

**INDIEGOGO.**