Across
1 Refocusing the product by taking what is considered the whole and making it a single feature of a much larger product. (4-3,5)
5 Testing your value proposition against customers responses in order to adjust appropriately. (8,10)
7 The lowest amount of things you have to do to elicit customer feedback. (7,7,3)
10 How fast your startup uses up the cash it has on hand. (4,4)
11 A flexible form of product development that attempts to cater to the value a customer’s wants or needs. (5)
12 Improving on existing products. (10,10)
15 In this stage you are trying to maintain the customer with consistent activation. (4)
16 The act of paying for the temporary use of an asset. (7)
18 This is what you offer to satisfy your customers needs or wants. (5,11)
19 Single version of an idea at a given point at type at a certain point in time. (9)
20 In this stage you are trying to activate your customer to fullest possible level. (4)
22 It identifies which income source to pursue, what value to offer, how to price the value, and who pays for the value. (7,5)

Down
2 Where your interactions with a given customer are mostly online. (7)
3 When you outsource a specific activity to a third party. (14)
4 Basic needs to satisfy the customer other than the product. (4,2,2,4)
5 Customer turnover. (5)
6 How a company creates value for itself while delivering a service or good to a customer. (8,5)
8 How difficult it is for a company to enter their perspective market successfully. (8,2,5)
9 How a startup generates new value for customers. (4,8)
11 An act of trying to communicate to your target audience. (11)
13 The transfer of ownership of a given item. (5,4)
14 In this stage you are trying to capture the customer. (3)
17 Avenue through which you connect with your customers and through which they pay you. (7)
21 A company whose products are used as components in another company’s product. (3)