



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)