

## Entrepreneur Accelerator Badge

### DIFE

This strategy allows you to look externally at your customers and understand the value your product, service, or technology might have. Use these questions to guide your feedback.



**Demand:** Is your idea something that people want or need? Are they willing to pay for it? How much?

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**Innovation:** What is unique about your idea?

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**Feasibility:** Can your idea be brought to market with existing materials and technology? Are the needed resources easily attainable?

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**External Influences:** What social changes are happening that might affect your idea? What will be the future income of your target market? Are there changes in technology that will improve your idea or make it obsolete?

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*DIFE strategy courtesy of VentureLab. ©2020 VentureLab.*