

NABC

To create and deliver value to the customer is a prerequisite for a business will be sustainable in the long term. To solve a problem that someone wants resolved, to satisfy a need that someone has.

Using the NABC tool you get help to focus on the users, the customer and the important needs of the target market and not just on offer. NABC is best suited to use in early stages during the Idea and Concept phase when it does there are not so many facts.

NABC invites you to go into reality, talk to customers, suppliers, financiers and other decision makers for to find out how things really are itself. Get feedback and feedback on your mind. With this input can the value offer refined, developed and clarified and then tested again.

NABC is the simplest version of the description what you want to do.

Use the customer and the market to find out that you are solving an important problem and really delivers value to is the target audience. Coompanion's Template Idea sketch originated in the NABC model. Also, incubators, Almi and Vinnova are based on The NABC model in the application templates used by each organization.



A well-worked-out NABC will lead to a business plan as well information and insights are initially added to it

NABC also fits very well as structure in preparation for a presentation as a strong elevator pitch. NABC helps to focus on the listener's needs.

NEED / BEHOV

Talk to the customer, the users, the One who will pay for your service or product, those who might need it.

APPROACH / ANGREPPSSÄTT

Describe your solution, how you put it together the service, the goods. Describe what is unique with just your way of doing the customer satisfied.

BENEFIT / NYTTA

Put words and numbers on the benefit you deliver to your offer. Align with the market that they agree with.

COMPETITION / KONKURRENTER

Reflect on other alternatives that solve the same problem differently. How do you avoid the customer saying no thanks?

Dare to be clear about the purpose of the presentation. it may be about continuing talk or close a deal.

NABC-mall

Opening - catch the attention

Title:
purpose:
Audience:
User:



Closing - a clear offer, a question, a continuation