

## Checklist For Detecting And Preventing Blockers

1. Have you talked to at least three prospects and determined what they view as the boundaries of the problem they want you to solve?
2. What are the key elements common to all of their solution requirements?
3. Is there anything else that has to be in place before your solution can be usefully deployed?
4. Is there anything else needed to take the results or output from your solution so that you customers can realize the full value.
5. Can you work with at least three prospects to look at the full solution: what you are providing and what they are adding to it so that they get the information or output that they need.
6. Have you tested a sanitized version of this system diagram--what you provide and what the customer must connect to it--with at least three other prospects to see if it makes sense to them. You are not asking them to buy, just to determine do you have a reasonable scope on the problem.
7. Common idiosyncrasies: none of these are blockers they just add to cost and lessen the general applicability
  - Unique data sources
  - Unique data formats
  - Unique interoperability needs with internal or legacy software
  - Unique report formats or output formats
8. Blockers to watch out for when a prospect gives you this feedback
  - "We don't know how to give you this information (we don't have it or we don't know how to calculate it)."
  - "We don't know what to do with this output or report."
  - "We don't know how to translate or transform this output into something we can use to make decisions or complete a transaction."
9. Are your first three prospects willing to compare notes on the solution so that they jointly agree it will be useful? (Sometimes customers can ask each other tougher questions than you ever can).
10. Is there anything you can delete from your solution--or defer implementation of--that none of your early prospects plans to use.

**Schedule Office Hours to Review:** <http://www.skmurphy.com/blog/2014/03/05/office-hours-schedule-time-to-review-your-mvp-readiness/>