

Product Value Proposition (PVP) Framework Using Agile Methodologies and Marketing to Sustain Technological Startups

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ABSTRACT: *This research investigated the application of the Product Value Proposition (PVP) Framework, Agile techniques, and marketing to increase product-market fit and promote successful product adoption. The PVP Framework presented a methodical approach to building compelling value propositions that matched product attributes with customer wants. Agile methodologies enabled customer-centric product evolution through flexibility and iterative development. This study clarified the literature's opinions on the concept. It gave insight into achieving optimal product-market fit. This was accomplished in this study by investigating the synergy of these ideas and their applications in product management and marketing. A thorough review of the literature and study of business value proposition models from previous studies in the literature aided in gaining a thorough understanding of this topic.*

KEYWORDS: product value proposition (PVP), framework, agile methodologies, marketing, sustain technological startups

INTRODUCTION

The product Value Proposition (PVP) framework explains that moving a startup technology from the idea stage to the product stage, to the product-market fit stage necessitates a harmonic match of customer demands and product characteristics. Product managers may use the Product Value Proposition (PVP) Framework to create compelling value proposition structures for technology-based businesses using marketing gains in their developmental process. In other words, the purpose of this study is to interrogate the Product Value Proposition (PVP) Framework's integration with

agile methodologies and marketing to clarify their synergistic implications in literature for attaining product-market fit.

This study is organized into five sections.

Section I describes the introduction, literature review, and conceptual and analytical framework of the Product Value Proposition (PVP).

Section II describes the methods of the study.

Section III explains the synergy between the Product Value Proposition (PVP) and product marketing. Section IV explains how the alignment of the Product Value Proposition (PVP) Framework and Agile Methodologies would help technological business startups achieve marketing gains. While the

Section IV discusses how the alignment of the PVP Framework and Agile Marketing Methodologies would assist technological small business startups in improving product market fit.

Section V concludes the whole ideology surrounding the PVP framework

Motivation behind this journal article

In today's quickly changing business environment, technological startups encounter a variety of problems. One of the most difficult struggles is creating and sustaining a good product value proposition (PVP), as those who fail may never make it to market. The PVP framework is a technique that will take product managers and company owners from ideation through proof of concept. This will assist them in attracting and retaining consumers. However, establishing and sustaining a powerful PVP is difficult, which is why the PVP framework exists. Startups must be able to detect and respond to changing client demands fast. To survive and swiftly produce proof of concept.

LITERATURE REVIEW

Numerous scholars have emphasized the significance of customer-centricity in achieving product-market fit. Research by Blank & Dorf (2012) underscores the importance of empathizing with customers and adapting product features accordingly. Ries (2011) introduces the Lean Startup methodology, advocating for iterative development and validated learning. Osterwalder and Pigneur (2010) propose the Business Model Canvas, emphasizing the alignment of product offerings with customer segments. A C. Eneanya (2020) proposes the Business Survival Growth Model (BSGM) framework stating that for every business to grow, the business has to first learn to survive from the idea stage to the seed stage of the business before growth can take place either through business scaling or investment cash in-flow from investors.

The Value Proposition Canvas (VPC) is a visual tool introduced by Alexander Osterwalder and Yves Pigneur as part of their broader Business Model Canvas framework. This tool focuses specifically on the relationship between a company's products or services and its target customers. The VPC is divided into two segments: the Customer Profile and the Value Map.

The Customer Profile delves into understanding the customer's pains, jobs, and gains. Scholars like Job, Spiekermann, and Messinger (2010) emphasize the importance of identifying customers' struggles and challenges to create solutions that address genuine pain points. By doing so, the VPC guides businesses toward designing products that truly alleviate customers' difficulties.

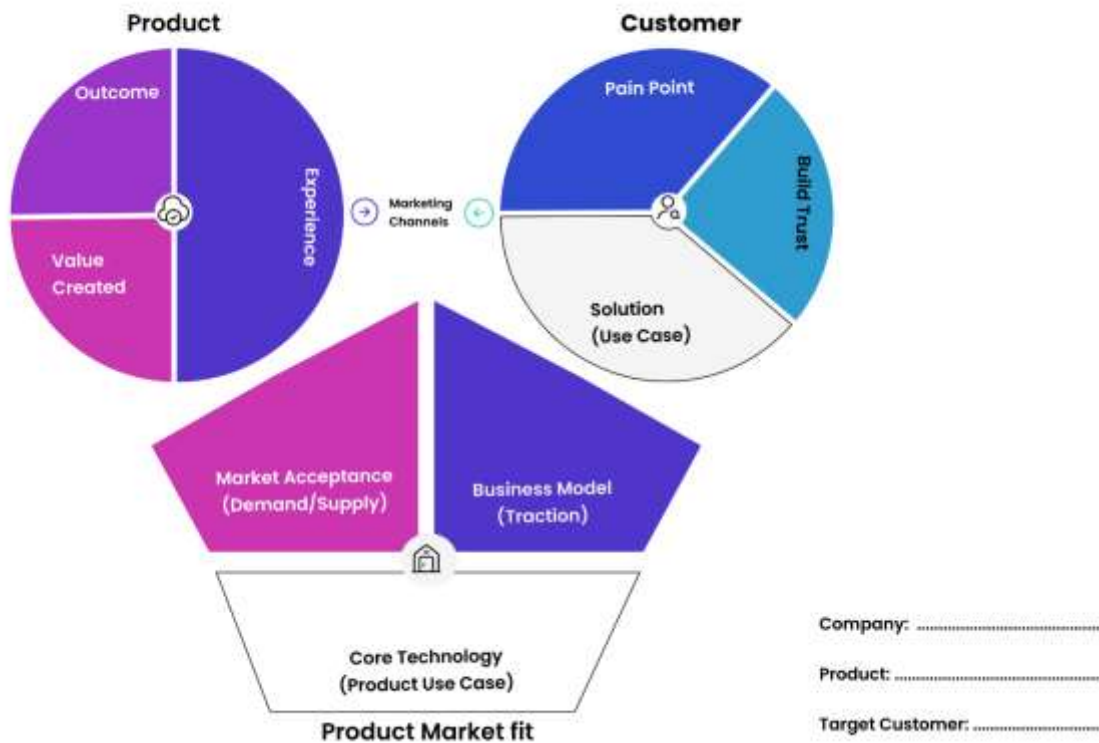
On the other side, the Value Map identifies the products or services a company offers and the benefits they bring to customers. Stelzner (2011) suggests that a robust value proposition stems from a clear articulation of the unique advantages a product provides. The VPC assists businesses in crafting compelling value propositions by aligning what they offer with what customers truly value.

Lean Business Model Canvas: The Lean Business Model Canvas (LBMC) is another influential framework that has reshaped startup thinking. Introduced by Ries (2011) in his Lean Startup methodology. The LBMC provides a visual map that depicts the core components of a business model. It focuses on identifying key hypotheses and validating them through experimentation. The LBMC consists of nine building Sections that collectively form a comprehensive business model. Scholars like Maurya (2012) emphasize that the LBMC encourages entrepreneurs to adopt a hypothesis-driven approach. By systematically testing and validating assumptions about customer segments, value propositions, and revenue streams, businesses can mitigate the risks associated with launching a product that does not meet market needs.

Furthermore, Blank & Dorf (2012) highlight the Lean Startup methodology's iterative nature, where the LBMC plays a crucial role. This methodology advocates for the Build-Measure-Learn feedback loop, aligning with the LBMC's focus on experimentation and adaptation. This approach promotes learning from failures and adjusting strategies accordingly.

Integration of Value Proposition Canvas and Lean Business Model Canvas: The Value Proposition Canvas and Lean Business Model Canvas offer complementary insights that, when integrated, lead to a more holistic approach to product development and market fit. Osterwalder & Pigneur (2010) emphasize that the Value Proposition Canvas should be used in conjunction with the Business Model Canvas to ensure that the value proposition aligns with the broader business strategy. Furthermore, integrating the Lean Startup methodology with the Value Proposition Canvas and Business Model Canvas allows businesses to apply a systematic and iterative approach to product development and market fit. Scholars like Blank and Dorf (2012) emphasize that combining these tools encourages continuous validation and refinement of the value proposition, leading to a better understanding of customer needs and more effective solutions.

II Conceptual and Analytical Framework for Product Value Proposition (PVP)



Source: Constructed PVP Conceptual and Analytical Framework

The User Section, Product Section, Core Technology Section, and Product Market Fit Sections are all interrelated components in the PVP Framework. Each Section delineates important product development areas, enabling a comprehensive approach to establishing product-market fit. The User Section focuses on identifying consumer pain areas, establishing trust, and recommending solutions. The Product Section defines the value production process, the user experience, and the outcomes. The Core Technology Section focuses on technology features including UI, AI, and UX. Finally, the Product Market Fit Section addresses business concepts as well as market acceptability. Platforms and sites where technology and non-technology products may be viewed, loved, trusted, and tried to acquire proof of concept are included in the marketing channel Section. When scaled up, this becomes a market share acquisition for any startup company.

The Product Value Proposition (PVP) Framework serves as a thorough theoretical framework for product managers and entrepreneurs to develop compelling value propositions that resonate with their target market. This framework gives a systematic way to create goods that successfully answer consumer requirements and desires, eventually leading to increased market success and customer happiness. It is based on customer-centric concepts and strategic alignment.

Rationale behind the selecting the framework variables.

The study of the relationship between Product Value Proposition (PVP), Agile methodologies, and marketing is not only important but also necessary in today's corporate environments. This integration provides a comprehensive approach to product development that aligns customer-centric initiatives with changing market demands. Here's why this combination is particularly relevant, rather than evaluating alternate or different concepts:

- 1. Market Responsiveness:** Agile approaches encourage responsiveness to market changes. When paired with PVP, organizations can adapt quickly to new market trends and customer requests. Marketing tactics, on the other hand, may be updated in real-time to reflect these changes, ensuring that goods stay relevant and competitive.
- 2. Seamless Integration:** The confluence of PVP, Agile methodologies, and marketing results in a streamlined process from product conception to market launch. This integration guarantees that product development, value proposition creation, and marketing activities are firmly connected, reducing the possibility of disconnects between what consumers desire and what is provided to them.
- 3. Competitive edge to the startup:** In today's competitive world, a comprehensive strategy that integrates these ideas delivers a competitive edge. Businesses that properly blend PVP, Agile methodologies, and marketing may develop products that not only match customer demands but also effectively express their distinctive value, setting them apart from competition.

Product Value Proposition Drivers

Customer Understanding:

The notion of deep customer understanding is central to the PVP Framework. This fundamental component underlines the need to collect in-depth knowledge of the target consumers' pain areas, desires, expectations, and preferences. Product managers can find hidden subtleties that impact purchasing decisions through diligent market research, customer interviews, and careful analysis of user feedback. This insight enables product managers to empathize with consumers, allowing them to better match product features with their true requirements.

Differentiation:

The differentiation Section in the PVP Framework recognizes the competitive nature of markets and the necessity for products to stand out. Product managers may create distinct value propositions that appeal to customers by objectively assessing the product's strengths and flaws in contrast to rival alternatives. This Section fosters the discovery of areas where the product may shine, providing the path for a clear and compelling differentiation approach.

Other Key Value Proposition Drivers:

The PVP Framework understands the significance of discovering and understanding the main value drivers that are most appealing to the target clients. These value drivers describe the product's primary benefits or advantages. The framework supports the thorough identification and articulation of key drivers, whether they are cost savings, convenience, efficiency, quality, or any other advantage. This emphasis guarantees that the value offer is based on solving the most important consumer pain points and goals.

Clear Messaging:

A basic component of the PVP Framework is message clarity. A well-crafted value proposition should explain its core concisely and clearly. The language used should be straightforward and free of technical jargon, ensuring that the message is easily understood by the intended audience. Furthermore, the messaging should be tailored to the audience's communication preferences, ensuring a smooth connection between the product and its potential consumers.

Quantifiable Benefits:

The measurable benefits section emphasizes the need to include actual measures in the value offer. Metrics such as cost savings percentages, higher productivity, time savings, or revenue growth give the offer legitimacy and substance. The framework reinforces the value it offers to clients by providing tangible evidence of the product's prospective advantages, establishing a sense of trust and certainty.

Emotional Appeal:

Recognizing the importance of emotions in decision-making, the PVP Framework incorporates emotional appeal into value propositions. Product managers may establish a stronger connection between the product and its consumers by discovering and adopting emotional factors that resonate with the target audience. This emotional connection increases client loyalty and establishes a link that goes beyond basic utility.

Test and Iterate:

The PVP Framework's iterative structure emphasizes its dynamic approach to value proposition generation. Recognizing that product-market fit is a dynamic process, the framework encourages product managers to test, develop, and adjust the value proposition constantly. Validation is regularly based on real-time consumer input, changing market dynamics, and emerging insights to ensure that the value offer stays current, engaging, and aligned with changing customer demands.

Integration of Framework Sections:

The seamless integration of the numerous framework elements is one of the PVP Framework's fundamental strengths. Product managers may create a consistent and compelling value proposition that connects with users and increases the likelihood of attaining product-market fit by aligning the User Section, Product Section, and Product Market Fit Section. This integration ensures that the entire spectrum of customer understanding, product differentiation, value drivers, messaging clarity, quantifiable benefits, emotional resonance, and iterative validation work in concert to create a compelling proposition that captures the attention and loyalty of the target audience.

MATERIALS AND METHODOLOGY

To improve product development, the PVP Framework incorporates agile techniques with the Waterfall Model. Agile values iterative development and user input, allowing for constant alignment with client demands. The Waterfall Model provides an organized method of development, ensuring that the product has a defined direction from the start. To maximize product management, this essay integrates components from both techniques.

Integrating Agile Methodologies and Waterfall Models into the Product Value Proposition (PVP) Framework would give a flexible and adaptive approach to product development while maintaining a structured procedure for delivering value to consumers. Each approach can be used as illustrated in Section 1V.

Product Management and Agile Methodologies

a. User Feedback and Iterative Development: Agile approaches place a premium on ongoing user feedback. Product managers may utilize the framework's User Section to discover pain spots and get user feedback during each development iteration. This input helps to develop the value proposition, ensuring that the product meets changing client demands.

b. Value-Driven Sprints: Development in an Agile environment occurs in short sprints, with each sprint focused on delivering value to the customer. The framework's Product Section assists product managers in defining and prioritizing value drivers, ensuring that the product produces additional value with each sprint.

c. Collaboration and Empowerment: Agile promotes cross-functional team collaboration. With the Core Technology Section included in agile development, teams may collaborate on technical components such as UI, AI, and UX to guarantee a holistic approach to product development.

Waterfall Model:

a. Phased Approach: The Waterfall Model takes an organized and sequenced approach to development. Product managers may leverage this model by leveraging the Product Section in the early stages of the project to describe the experienced user journey, value generation, and results, guaranteeing a clear direction from the start.

b. Requirement Analysis: In the Waterfall Model, the customer Section becomes critical for product managers to properly understand customer pain points and needs. Product managers may guarantee that project requirements fit with user expectations by creating user confidence via honest communication and offering solutions.

c. Market Research: The Waterfall Model in the Product Market Fit Section provides for a full market analysis to gauge demand and market acceptability. This stage guarantees that the product's value proposition is in line with the preferences and expectations of the target market.

d. Technical Planning: The systematic methodology of Waterfall may be applied to the Core Technology Section, guaranteeing that technical choices concerning UI, AI, Machine Learning, and UX are thoroughly planned and executed throughout the development process.

111. Product Value Proposition Framework and Product Marketing

When the Product Value Proposition Framework is combined with product marketing, the value proposition successfully reaches the target audience and generates consumer engagement. Here is how to include product marketing into the framework:

Product Marketing and User Section

Product marketers are critical in recognizing consumer pain areas and establishing user trust. Product marketers obtain significant insights into consumer wants and preferences by partnering with product managers throughout the User Section phase. They may utilize this data to create marketing language that speaks to the target audience's pain areas and positions the product as a solution to their unique problems.

Product Section and Product Marketing:

The Product Section specifies the product's value generation and results for consumers. Product marketers may utilize this data to create compelling value propositions and communications that emphasize the product's unique features. They may generate interesting marketing content, like as films, case studies, and testimonials, to illustrate how the product delivers on its promises and benefits consumers.

Product Marketing and the Core Technology Section:

The technical parts of the product, such as UI, AI, Machine Learning, and UX, are critical in molding the user experience. During the Core Technology Section phase, product marketers can work with the development team to fully grasp the product's technological capabilities. They may then explain these technological advantages to the target audience, highlighting how the superior technology of the product improves the user experience and distinguishes it from rivals.

Business Model and Market Acceptability

During the Product Market Fit Section phase, product marketing teams are critical in analyzing market acceptability. They collect consumer feedback, do market research, and examine competition positioning to determine how well the value proposition of the product corresponds with market demand. Product marketers may modify marketing tactics and target particular client categories based on this information to maximize market acceptability and adoption.

Iterative Marketing and Feedback

Just as agile approaches encourage iterative development, iterative product marketing may also be used. Product marketers may modify marketing strategies and messaging to successfully communicate the product's value proposition to the target audience by regularly obtaining customer feedback and evaluating marketing performance indicators.

Marketing Channel

The Product Value Proposition Framework enables product marketers to examine various marketing channels. Product marketers may discover the most successful marketing channels by utilizing insights from the User Section and knowing the target audience's preferences and behavior. Digital platforms, social media, email marketing, content marketing, events, and other methods may be used. Adopting a multi-channel strategy guarantees that the value proposition reaches customers through the channels they choose, enhancing the product's exposure and effect.

Emotional Appeal and Storytelling:

Product marketing may utilize storytelling strategies to elicit emotions and develop a stronger connection with the target audience. Product marketers may create engaging tales that highlight how the product handles real-life difficulties and enhances the lives of customers by including the outcomes and experiences defined in the Product Section. Storytelling gives the value proposition a human touch, making it more approachable and memorable to potential consumers.

Launch and Campaign Strategies:

When the product is ready for launch, the Product Value Proposition Framework assists product marketers in developing effective launch and advertising plans. Product marketers can build powerful launch events, promotions, and advertising campaigns by connecting marketing activities with the value proposition and target audience analytics. To generate excitement and anticipation among potential buyers, the launch plan should showcase the product's distinctive features, advantages, and positive consequences.

A/B Testing and Optimization:

Product marketers that adopt an Agile approach may continually enhance marketing efforts through A/B testing and optimization. Product marketers may acquire data on what connects most with the audience by testing multiple variants of messaging, images, and calls to action. This iterative method enables data-driven decision-making, allowing product marketers to adapt their marketing tactics based on real-time insights while also improving the overall efficacy of the value offer.

Contribution to Knowledge

The Product Value Proposition (PVP) framework contributes to knowledge in several key ways:

- 1. Systematic approach to Startup value proposition:** It takes a systematic and organized approach to identifying consumer needs, developing value propositions, and establishing product-market fit. This organized technique improves the clarity and reproducibility of the technology startup development process.
- 2. Customer-Centricity:** The framework emphasizes the importance of customer-centricity in product development, with product features aligned with true consumer wants and aspirations. This emphasis on empathy and comprehension broadens our understanding of client behavior and preferences.
- 3. Product management integration:** It promotes the integration of multiple components of product development, such as consumer insight, distinction, clear messaging, quantitative advantages, emotional appeal, and iterative testing. This comprehensive approach adds to a better knowledge of the product development process.
- 4. Iterative Improvement:** The PVP framework encourages companies to construct value propositions using an iterative methodological approach. Customer input and market dynamics contribute to an increasing body of knowledge on what genuinely resonates with customers.

- 5. Alignment with Business Model:** It stresses the alignment of the value proposition with wider business model for startup companies such as Business model canvas (BMC), Business survival growth model (BSGM) framework, job board validation canvas etc, deepening our grasp of how product offerings fit into a company's larger strategic framework.

V. Marketing Application and Implementation of the Product Value Proposition (PVP)

Product marketers that adopt an Agile approach may continually enhance marketing efforts through A/B testing and optimization. Product marketers may acquire data on what connects most with the audience by testing multiple variants of messaging, images, and calls to action. This iterative method enables data-driven decision-making, allowing product marketers to adapt their marketing tactics based on real-time insights while also improving the overall efficacy of the value offer. Strategies such as:

Social Media:

- **Agile Approach:** Create short, engaging social media posts that highlight specific quantifiable benefits of the product.
- **PVP Framework:** Focus on the "Quantifiable Benefits" Section of the framework.
- **Example:** Post a tweet showcasing how customers have saved 30% on costs using your product. Monitor engagement and quickly adapt the messaging based on audience reactions.

Email Marketing:

- **Agile Approach:** Segment your email list and send tailored emails that address specific pain points based on customer profiles.
- **PVP Framework:** Align with the "Customer Understanding" and "Pain Points" Sections.
- **Example:** Send an email to a segment of users highlighting how the product addresses their specific pain point. Use A/B testing to optimize subject lines and content based on open rates.

Content Marketing (Blog Posts):

- **Agile Approach:** Create a series of blog posts that each delve into a different key value driver of the product.
- **PVP Framework:** Leverage the "Key Value Drivers" Section.
- **Example:** Publish a series of blog posts explaining how your product enhances efficiency, reduces time-to-market, and improves overall quality. Continuously update content based on reader feedback and engagement metrics.

Video Marketing (YouTube):

- **Agile Approach:** Produce short videos that demonstrate the product's outcomes through real-life use cases.
- **PVP Framework:** Embrace the "Clear Messaging" and "Outcome" Sections.

- **Example:** Upload a video showing how your product helped a customer achieve a specific goal. Use viewer comments and feedback to make iterative improvements to subsequent videos.

Influencer Partnerships:

- **Agile Approach:** Collaborate with influencers to create content that resonates with their audience's pain points and desired outcomes.
- **PVP Framework:** Align with the "Building User Trust," "Solution," and "Outcome" Sections.
- **Example:** Partner with an industry influencer to review your product and share how it solved a common challenge their followers face. Monitor audience engagement and refine the messaging based on comments.

Webinars or Online Workshops:

- **Agile Approach:** Host webinars that address specific pain points and provide a live demonstration of how the product offers solutions.
- **PVP Framework:** Combine the "Customer Understanding," "Pain Points," and "Solution" Sections.
- **Example:** Conduct a webinar showcasing how your product can alleviate common industry challenges. Use interactive polls and Q&A sessions to gather immediate feedback for iterative improvements.

Search Engine Marketing (SEM):

- **Agile Approach:** Set up SEM campaigns that target specific pain points or desired outcomes, with quick iterations based on performance data.
- **PVP Framework:** Reflect the "Customer Understanding," "Pain Points," and "Outcome" Sections.
- **Example:** Create Google Ads that directly address user pain points and highlight the positive outcomes achievable with your product. Continuously optimize campaigns based on click-through rates and conversion metrics.

These examples show how Agile Marketing Strategies may be linked with the Product Value Proposition (PVP) Framework across several marketing channels. Businesses may successfully convey their value proposition, engage customers, and change their marketing activities based on real-time feedback and data by aligning Agile techniques with the particular Sections of the PVP Framework.

DISCUSSION

The PVP framework is a core methodology that unifies several aspects of modern business practice and innovations in entrepreneurship. Looking at the PVP framework from a higher-level conceptualization of methodology approach, which are as follows:

- **Strategic Customer-Centricity:** The PVP framework promotes strategic customer-centricity at its core. It emphasizes the need of thoroughly understanding consumer wants and ambitions as the compass that guides all company operations. This higher-level notion emphasizes the significance of putting consumers at the center of strategic decision-making in a world where customer preferences can vary quickly.
- The PVP framework resonates with the **Agile innovation paradigm**, stressing flexibility, iterative improvement, and the persistent pursuit of perfection. This higher-level notion extends beyond product development into organizational culture, supporting agility as a way of life in companies that want to be at the forefront of their industry.
- Aside from product-market fit, the PVP framework emphasizes the need of **aligning the whole business model with the value proposition**. This strategic alignment includes income sources, distribution channels, and collaborations, promoting a comprehensive understanding of how value generation and capture interact.
- **Interdisciplinary Synergy:** This notion encourages interdisciplinary synergy by bridging the gap between traditionally different fields. It combines concepts from marketing, design, psychology, technology, and management, enabling a multidisciplinary approach to innovation.
- **Culture of Data-Driven Decision-Making:** The PVP framework also promotes a culture of data-driven decision-making. It promotes firms to use empirical data, analytics, and consumer feedback in all strategic decisions, establishing a culture of continuous learning and improvement.

CONCLUSION

Finally, the Product Value Proposition Framework acts as a starting point for product managers, providing a disciplined and customer-centric approach to creating value propositions that stand out in competitive marketplaces. The framework empowers product managers to create value propositions that resonate, engage, and evolve, ultimately driving product success and meeting customer needs, through a deep understanding of customers, differentiation, value drivers, clear messaging, quantifiable benefits, emotional appeal, and iterative testing.

The combination of the PVP Framework, Agile methods, and Agile Marketing Strategies encourages a culture of constant alignment with customer demands, iterative development, and optimal product-market fit. Organizations may design products that resonate with people, suit their requirements, and generate market success by combining these techniques. This essay emphasizes the significance of a consistent strategy in improving product-market fit and contributing to the overall success of startups and enterprises.

The integration of agile methodologies and the PVP Framework ensures customer-centric product evolution while maintaining structured development. Agile principles, such as iterative user

feedback and value-driven sprints, align seamlessly with the PVP Framework's focus on user needs and value creation. Additionally, Agile Marketing Strategies amplify the value proposition's impact, fostering engagement, adoption, and market success.

Areas of Future Research

- **Cross-Cultural Adaptation:** Investigating how the PVP framework may be effectively modified and utilized in a variety of cultural situations. How do cultural elements impact consumer preferences and value perception, and how can organizations modify their value offerings to account for these influences?
- **Digital Transformation:** As digital technologies continue to disrupt sectors, study may look into how the PVP framework might be used for digital transformation plans. How can firms use the framework to develop and build digital goods that people want?
- **AI and Personalization:** As artificial intelligence and machine learning become more prevalent, researchers may investigate how these technologies might be incorporated into the PVP framework to provide individualized value propositions. How might artificial intelligence improve consumer understanding and allow more personalised value offerings?
- **Emerging Markets:** Investigating how the PVP framework might be tailored to emerging markets, which provide distinct difficulties and possibilities. How can firms traverse these marketplaces and modify their value propositions to meet the demands of developing-market consumers?
- **Healthcare and Well-being:** Using the PVP framework to explore how value propositions may improve patient experiences, improve healthcare results, and encourage healthier lives in the healthcare and well-being sectors.
- **IoT and Smart Products:** Investigating ways to connect the Internet of Things (IoT) and smart products with the PVP framework. What are the obstacles and possibilities in this market, and how do connected devices provide new value propositions?

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