

# RIS Ventures. 8 boxes.

Recommended for [Start in Garage](#) participants

## Product

Customer needs & wants,  
denominations of value



1

Product sources &  
product components



2

Unfair competitive  
advantage

4



Assembled product & package



3

Market type defines strategy

5



## Market

Lead generation mechanics  
& lead sources



6

Customers group portraits,  
customer maturity pyramid



8

Gives (n.) and customer actions



7