VENTURE-AS-A-SERVICE · FRAMEWORK 2026

Ship.
Don't Strategize.

The 4-Step Framework to launch new B2B products
without halting operations and without a single new hire.

Fractional Co-founder · Venture Builder · ipernovation.eu

90 days	0	4 Steps
from brief to first client	permanent hires required	from problem to revenue

READY TO SHIP A B2B PRODUCT IN 90 DAYS?

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Reply within 48 hours · 30 min · free

01 / THE MISTAKE THAT KILLS INNOVATION

Your operational team is not the right team to innovate.

This is the pattern I see most often in mid-market companies: the CEO has a valid idea, assembles an internal task force, and assigns the project to the same people managing existing clients. **The predictable outcome:** the team is split between present and future, fails at both, and the innovation dies quietly within 6 months.

This is not a competence problem. It is a structural one. The operational team has incentives to protect the current business, not to cannibalize it. Asking them to do both is structurally flawed.

Classic approach vs. the Parallel Track

	Classic Internal Innovation	Parallel Track (VaaS)
Team	Same people managing clients	Dedicated external unit
Focus	Split between ops and innovation	100% on the new product
Fixed cost	High: internal resources locked	Zero permanent hires
Time-to-market	12–24 months (if it survives)	60–90 days to first client
Risk	Hidden in operational costs	Visible, measured, manageable

> ***The Parallel Track is not outsourcing.***
>
> *It is building a dedicated venture unit that runs alongside the parent company, with clear goals and a co-founder who has already walked this path.*

02 / THE 4-STEP FRAMEWORK · THE IPERNOVATION WAY

From problem to first paying client. In 90 days.

Every phase has a specific, measurable output. If the output is not delivered, we do not move forward. **This is not a theoretical framework: it is a filter.**

Wk. 1–2

01

Opportunity Mapping

Not every idea deserves an MVP. We identify the real market pain point through 15–20 interviews with potential B2B clients. We use data, not assumptions.

OUTPUT: Opportunity scorecard with priority ranking

Wk. 3–6

02

Concierge MVP

Before writing a single line of code, we test value with a manual approach. If the client does not pay at this stage, they will not pay later either.

OUTPUT: 3+ payments or formal commitments from early adopters

Wk. 7–10

03

B2B Pilot

We secure the first external paying client. Not a friend. Not a partner. A client who does not know us and pays because the product genuinely solves their problem.

OUTPUT: Signed contract · Initial ARR documented

Wk. 11–13

04

Spin-off or Integration

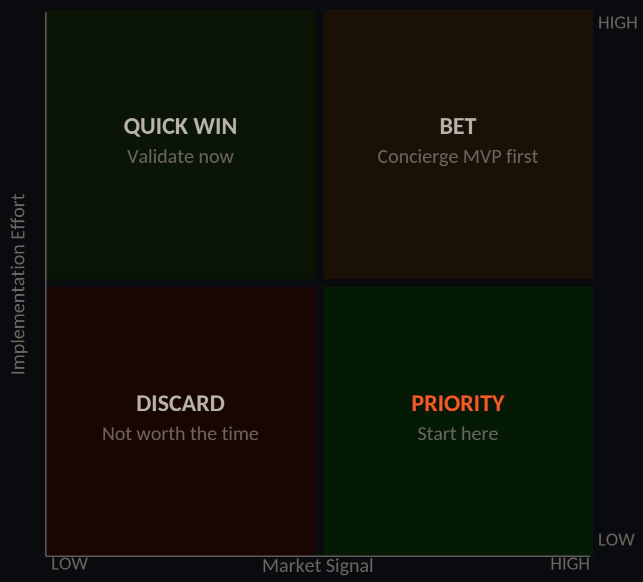
With real data in hand, we decide: does the product enter the parent company as a new business unit, or does it stand alone as a spin-off with an independent cap table.

OUTPUT: Decision memo + legal structure defined

03 / THE TOOL · THE VALIDATION MATRIX

It's not the best idea that wins.
It's the one with the strongest market signal.

90% of companies start innovation from the solution, not the problem. They build a product, then look for clients. This matrix inverts that logic **before spending a single euro on development.**



The matrix positions each idea on two axes: implementation effort (y) and market signal strength (x). Only ideas in the PRIORITY quadrant deserve a Concierge MVP.

What counts as a market signal

Signal	Weight	How to measure it
Client willing to pay right now		Pre-order, LoI with economic value, deposit
Problem mentioned spontaneously in 5+ interviews		Pain score 8+/10 in customer interview
Existing competitors with documented revenue		Proof that the problem is already a market
Generic enthusiasm without commitment		"Sounds interesting" is not a signal

04 / THE FRACTIONAL CO-FOUNDER · WHY IT IS NOT CONSULTING

POSITIONING · NOT OUTSOURCING

A consultant tells you what to do. A co-founder does it with you.

The difference is not in the title. It is in the incentive structure. A consultant bills by the day: their incentive is to extend the engagement. A Fractional Co-founder has skin in the game: **their success is measured against the same KPIs as the client.**

Pattern Recognition

I have seen 3 ventures fail and know exactly where the mechanism breaks. I do not learn on your project: I bring a pattern already calibrated across 800+ founders.

Execution, not Strategy

The deliverable is not a slide deck. It is a paying client, a validated MVP, a documented spin-off decision.

Variable Cost

No hires. No fixed structural costs. The model activates when needed and stops when the goal is reached.

How it works in practice

The framework has no annual contract. It has milestones. Each phase closes with a defined output and the client decides whether to proceed.

	Phase	Expected output
Wk. 1–2	**Brief + Opportunity Mapping**	Priority scorecard
Wk. 3–6	**Concierge MVP**	3+ paying early adopters
Wk. 7–10	**B2B Pilot**	First signed contract
Wk. 11–13	**Analysis & Structural Decision**	Spin-off or integration documented

> ***We do not do strategic consulting. We do venture building.***
>
> *The difference is that when our work is done,*
> *something exists that did not exist before.*

05 / YOUR NEXT STEP

Have you had an idea sitting in a drawer for more than 90 days? That is the signal.

Ideas do not die from lack of resources. They die because no one forces them to face the market. If a quarter has passed and the idea is still just a document or a conversation, the real risk is not failure: **it is that it will never start.**

Let's talk.

30 minutes. No pitch deck required.

Tell me what you are trying to build: I will give you an honest assessment of whether we can ship it in 90 days.

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800+	3	48 hrs
founders mentored in Europe	ventures co-founded · 3 continents	guaranteed response time

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