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VC PLATFORM  
FOR CREATIVE FOUNDERS

*B1ix.com*

Billion Dollar Idea (x)

METHODOLOGY



# 1. Inception

## b1ix Methodology

Pre-funding. Product vision including copy, schematics, domain, value proposition, in other words, a scale model of the “big idea” put to paper, addressing product, technology, brand identity, client, business model, and other key differentiators. The IP creator works alone.

## 2. Advisement

### b1ix Methodology

The concept is presented (to co-founders/ team managers/consultants) to discuss the framework of the project, and establish delimiters. What is the problem/solution, market context, product/technology, client status? Who are the key roles in research, design, and development required to articulate value for the client?

# 3. Briefing

## b1ix Methodology

Client is introduced to the IP service, the proposed IP, and new VC products. The prospective relationship is then itemized according to IP cycle, in order to qualify the terms of engagement, which align client goals with market factors, and the immanent opportunity. The intent being to initialize a custom fast VC product: *Reserved IP*, *Premium IP*, or *Provisional IP*.

## 4. Engagement

### b1ix Methodology

The client is officially courted with a more concrete set of values that have been contractually rendered in order to begin conversion of IP into IT. The engagement also more generally presents b1ix protocol, or how the client can engage with the process across the timeline, to maximize intervals where cooperation and communication are required. The development fee enters escrow.

## 5. Custom Research

### b1ix Methodology

...and acquired research. This phase allows the IP to establish its currency, to undergo necessary adaptation through iterative design thinking, critical market differentiation, and LAWD modes of diligence. User research is conducted, data is mined, and insights are gathered. Validated hypotheses may confirm trajectories, or inflect strategic design pivots. Ongoing communication with the client will reflect milestones contained by project management in the timeline interface.

## 6. RFP/NDA

### b1ix Methodology

Requests for proposal are submitted to any outsource partners: (a) media designers (mockups, sims); (b) interaction design (IA/UX/UI); (c) application development (stack, features, code); and (d) creative agency (branding/PR). Selection is based on capability/feasibility of the elective agency/entity to meet design or coding criteria, and/or timeline objectives. An NDA/PIA is required for insource/outsource partners.

## 7. IP Modeling/Dev

### b1ix Methodology

It is now time to dive into the tandem worlds of previz and software development, where ideas start to shift from concept to design artifact, anticipating the transition of IP into market-ready IT. Ideas are enhanced as well as critiqued at this stage.

Wireframes, UML, sims, in advance of the proof-of-concept, i.e., lower cost iterations of the IP, can be prototyped and tested before any coding begins.

Assets generated may double as the beginning phases of campaign development, which will be showcased in the final offer. Aggregated media can be a factor in communications, towards building internal culture, in particular with later stage team building, for hires who are just being onboarded. The organizational shift from startup to scaleup requires cultural DNA to be transmitted, and more than just org charts and sales projections, artifacts of the brand journey may build community and even help draw key talent. Also, media tactics more traditionally reserved for PR and product launch, can be tested for recruiting and viral growth hacking,



## 8. Proof-of-Concept

### b1ix Methodology

IP has finally become IT, though there may be continuous overlap with the development stage, as iterations are built and tested, anticipating the holy grail of product-market fit. The final proof-of-concept will be an MVP, with a roadmap featuring component modules, key features, or ecosystem synergies that could involve key partnerships or other business development strategies startups must leverage at early stages. Acquisitions or acquihires may also be factored, in light of competition, or to retain first mover advantage. At this time, it is also possible for a business model to be operational. Certainly, the “big idea” schematic has already represented monetization, so the revenue model may already be initialized, especially in the case of multisided applications where consumers and enterprise users are interdependent.

# 9. Negotiation

## b1ix Methodology

Traction and engagement should be trending upward and to the right, especially considering that incumbents already have, in many cases, billions of users. Any killer app that delights users in the early stages of launch should be evident – similar, perhaps, to the phenomena recently observed with Threads. In any case, the pre-closing negotiation will stipulate deal structure, and any terms for all parties involved. A cap and floor ratio will be prepared for the acquisition price, using the conceived FVP (future valuation perspective), which foregrounds a timeline for quantitative analysis based on intangible brand value, future performance metrics, and market comps, with a terminal value framed by the PZI/SHY investment instrument. The dual acquisition “pay now/pay later” pricing manages projected earnings assumptions and risk analysis. Whether the transaction is a Participatory Acquisition, Leveraged Acquisition, or Outright Acquisition – high value innovation, processed under intensive VAAP and LAWD diligence modes, may result in unprecedented innovation, that ultimately exemplifies the B1ix fast VC “billion dollar idea” deal flow and startup methodology that can install vital, new digital cultures, still missing from consumer/enterprise horizons.

# 10. Showcase Event

## b1ix Methodology

This is the private final presentation, which stages, in aggregation, the conclusive study models, MVP, ecosystem, and brand media in a highly visual and interactive event, emulating a keynote or product launch, which of course is designed for a smaller population, with discretionary exclusions (no press or other outside parties). The goal of the event is to transmit and represent all of the intangible and tangible value being acquired.

It should be spectacular in that the full extensions of the product will be available as digital media or/and physical build-outs that offer demos of brand, product, technology, user experience, and other extruded IP modalities. Once the event is completed the physical aspects of the production can be transferred to the client for further use internally, extending the production's utility (team building, visual culture, venue branding, NFTs, PR, merch) after closing of the sale.

# 11. IP Sale

## b1ix Methodology

*You bought it, now pay for it!* This is the final closing “ritual” held at the big idea showcase event, where the transaction is formalized. Ongoing legal, marketing, design, or coding may be due, but the terms of the deal will be articulated in final format. Associated principles will sign on the dotted line. The b1ix team thanks you for the imaginative ride into developing new technology that can provide your company with critical marketplace relevance that only a deeply vetted ideation process can unlock. We had a great time! Enjoy your new VC-enabled innovation for your mature brand, or new market category launch. Whether you have chosen an Outright, Participatory, or Leveraged IP sale, you will begin a journey along media technology frontiers informed by an architectural VC product that places human value into the context of technology development.

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