



Can't win this
Cannot change people

Can't change customer risk preference

Risk aversion

👉 Paul finances development

Raise 500k

Payback

5% on sales
Pay 750 on delivery

Easier opportunities to go after

It's a great project but others
Are also good and easier

👉 To complicated

👉 Slow it down

Strategically not a good option

Too long

Defocusing effect

Giving up other opprtunities

Need to educate the partner

If D... not able to move
Fast then this make it a bad venture

Need to work on Paul speed

Cannot spend more on this project
If becomes sales oriented

Lots more opportunities
Want this but don't need it

Personal Consideration

👎 I don't want sales work

👎 Not interested in persuasion

👎 Don't want to do sales

Exit points

If more work is required
Even if it's paid, project
is no longer strategic and
becomes a time sucker

Lesson from 1999 from Valmet from Bob:
You can more money by NOT taking on a
project if the project is not right

👍 Not in the consulting business

So, is this project right?

If we can move fast and not slow down then
YES

If the pace is slow and we slow down
Then NO

👍 Proceed as is