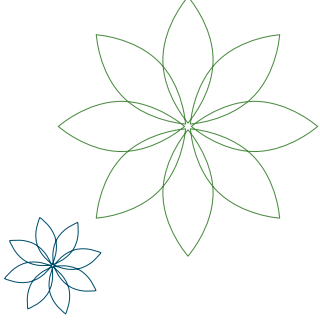


Cultivate

Need/Know Matrix

The Need/Know Matrix helps shake out what is critical for the success of your idea and what should be tested before moving forward.



CRITICAL

KNOWN

UNKNOWN

NOT CRITICAL