

## **Show Me the Money! Defining Enterprise Value at Scale**

Defining business value for product innovation is an essential and critical task used to obtain funding in enterprise environments. When Elon Musk obtained VC funding for Tesla, he used innovative business value modeling to make ruthless choices in his product offerings. How did he do this?

The following questions will be asked during the workshop:

- What is your MVP?
- What are your most innovative products?
- What are your most valuable products and product lines?
- Which products and product lines should be eliminated?

In this workshop, groups will be organized into scrum teams that will iterate in two sprints to create an innovation product backlog.

Learning Outcomes:

1. Understand MVP
2. Understand the value of product innovation
3. Understand the impact of product decisions
4. Identify and analyze business value factors
5. Evaluate product decisions
6. Create summary product worksheet

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