

**WEDNESDAY - KESKIVIIKKO 23.9.2009**

## **GO GLOBAL DAY ONE, Ballroom 1**

Pj. Kari-Pekka Wilska, Operating Partner, Blue Run Ventures

**09:30 Go To Market**

**If it would be easy – we all would be doing it**

Kari-Pekka Wilska, Operating Partner, Blue Run Ventures

- Define the problem you are about to solve
- Verify the problem being a real
- Create the solution
- Find early customer who benefits most of your solution
- Develop a complete product for that segment
- Focus solving one problem at the time