

# Advivo ICP

## Step 1: List the Jobs Your Business Performs

Examples: Quoting jobs, scheduling staff, tracking compliance, reporting, managing inventory.

[illegible]

## Step 2: Research Industry Pain Points

Talk to suppliers, peers, or industry forums to see if others are also frustrated by the same jobs. Capture key comments and common patterns.

## Step 3: Prioritise Opportunities

Look for jobs that score highly on frustration and time/ accuracy/ waste/ risk consumption and appear to be shared across the industry. These are your innovation opportunities.

## Step 4: Initial Solution Ideas

Use this space to brainstorm possible ways to solve one or more of the top pain-point jobs you've identified. Solutions can be physical products, digital tools, or hybrid systems.

Top 3 Job-Based Opportunities:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Potential Solution Concepts:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Step 5: What's Next?

Take your top opportunity through the Advivo ICP Launch Formula (available [here](#)) to:

- Validate market demand
- De-risk development
- Build toward product-market fit

Start with small experiments. Interview target users. Test early versions. Innovation doesn't have to start from scratch — it starts from inside your business. Or contact Advivo ICP at:

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The logo for Advivo ICP, featuring the word "Advivo" in a yellow sans-serif font and "ICP" in a white sans-serif font, both set against a dark grey rectangular background.