

## **Strategy 2 Market develops software tool to identify and manage project risks**

*Strategy 2 Market is currently developing a Business Fit Framework (BFF) software tool that addresses project related risks and uncertainties.*

Chicago, IL ([PRWEB](#)) July 12, 2017 -- Strategy 2 Market is creating a software tool for project teams to identify and manage product risks, called the [Business Fit Framework™ \(BFF\)](#). They are currently designing a Minimum Viable Product (MVP), and are testing the BFF software concept across 100 potential end-users.

They developed this tool since they have seen their clients experience product failures, that could have been avoided with a tool like the BFF. Situations like these can now be avoided:

- A product languishes in development for months or even years since the key technologies are unsolvable
- A company creates a new product that the existing sales channel cannot sell. The product flops as the sales representatives focus on the products they can sell
- A company creates an elegant solution that customers are not interested in buying. The idea may be too early to market, or it may provide a benefit that is unimportant to the targeted customer

The BFF is the tool to help companies navigate product uncertainties and risks translating into working on the right projects, on-time delivery, optimized resources, team and management buy-in and alignment.

Strategy 2 Market ([www.strategy2market.com](http://www.strategy2market.com)) is a product development consulting firm specializing in helping companies decrease product development complexity and increase growth.

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