

Agent Wigglesworth Tracks Down the Business Fit Framework in New Video Series

Strategy 2 Market launches a new marketing campaign for the Business Fit Framework with the introduction of the Agent Wigglesworth video series. Episode one of this three-part series is released today.

CHICAGO ([PRWEB](#)) May 01, 2018 -- This video series was made possible with the assistance of University of Chicago interns. Erica Lin was instrumental in co-developing the scripts, filming and producing the videos. Alexander Dean (Marty Meyers), Jarvis Lam and Jack Vogel were actors within the video series. In addition, Christopher Parker plays the role of Agent Wigglesworth.

The [Business Fit Framework](#)® (BFF) is a business intelligence tool based on behavioral economics. It helps project teams to make better decisions, and to analyze the constraints and uncertainties associated with new products. Instead of rushing into a product idea because it is a “great idea,” the project team is more likely to succeed if they use the BFF to guide its efforts to identify constraints and uncertainties, including how to address them, and track them through resolution.

Mary Drotar and Kathy Morrissey are recipients of the National Science Foundation (NSF) Innovation Corps (I-Corp) STEM Grant for their Business Fit Framework software tool.

Contact [Mary Drotar](#) of [Strategy 2 Market](#) with any questions.



Contact Information

Mary Drotar

Strategy 2 Market, Inc.

<http://https://bfftool.com/>

+1 3122123144

Online Web 2.0 Version

You can read the online version of this press release [here](#).