

## **Heading into Beta with the Business Fit Framework Business Intelligence SW Tool**

*The Business Fit Framework is a business intelligence software tool for making better product development decisions. It moves into beta testing this week.*

CHICAGO ([PRWEB](#)) April 12, 2018 -- Mary Drotar and Kathy Morrissey of [Strategy 2 Market](#) received a National Science Foundation (NSF) STEM I-Corp grant through the University of Chicago in 2018 for the Business Fit Framework® (BFF). A requirement of the NSF grant was to understand how companies currently manage uncertainty and risk in product development.

The BFF software was designed with the input of at least 55 innovation leaders and end-users across different disciplines, ranks and industries. With a further 45 interviews, Mary and Kathy are working towards a total of 100 innovation leader discussions on the topic of product development uncertainty and risk.

The BFF is a unified software platform that enables companies to de-risk and successfully develop innovative products. It is founded on behavioral economic principles that improve team decision-making. Predictive Analytics/Artificial Intelligence is also incorporated into the tool to help product development teams make better product decisions.

To learn more about the Business Fit Framework, go to the recently launched website: [www.bfftool.com](http://www.bfftool.com)



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**Online Web 2.0 Version**

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