

The Business Fit Framework Integrates a Portfolio View

Strategy 2 Market announces a newly released risk profile portfolio view feature in the Business Fit Framework (BFF) software tool. Keeping track of uncertainty and risk across product ideas in a portfolio view is imperative when your senior management team needs to decide on what product idea to choose, prior to spending millions of dollars.

CHICAGO ([PRWEB](#)) July 13, 2018 -- A key to effective product development is an efficient means of identifying problems beforehand and a proactive approach against your most serious risks. This is where the [Business Fit Framework](#) (BFF) comes into play.

1. Initially, the BFF helps a cross-functional team to determine the amount of uncertainty and risk that is associated with a product idea.
2. The senior team then looks at the level of uncertainty across all the product ideas in the portfolio and determines which ideas make the most sense based on the level of uncertainty and risks the organization is willing to take on. As opposed to choosing a product idea with blinders on, resulting in on-going issues like delays, technology that cannot be solved, products that the customer don't care about, etc.

The BFF is a business intelligence tool that helps the senior management team to make better decisions on choosing the right product ideas for their company. A BFF user, eloquently stated that, “existing risk management software tools focus on managing risk on executed projects; while the BFF goes further, helping to decide if you should even do the project in the first place.”

[Kathy Morrissey](#) and [Mary Drotar](#), Co-founders of the Business Fit Framework® and [Strategy 2 Market](#)®, received a grant from the National Science Foundation (NSF) Innovation Corps (I-Corp) for the BFF, sponsored by The University of Chicago.

Want to learn more? Read our [2018 Summer Edition of the Business Fit Framework Case Study](#).



Contact Information

Mary Drotar

Strategy 2 Market, Inc.

<http://www.strategy2market.com>

+1 3122123144

Online Web 2.0 Version

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