

# Imagine... Create... Position...

## Design Thinking Tools for Business Builders

### WKI Online

Design thinking tools  
for business builders  
to imagine, create,  
and position ideas  
for success.

Now, more than ever, programs proven to help business builders imagine and create their path forward are a necessity. The WKI Online process does just that – a self-paced program to help business builders explore and find the best path to new customers, new products, new channels to market, and more. Even better, it's at the ready as their need and schedule allows.

### Use WKI ONLINE to:

- Find the best business model for a new idea
- Imagine different growth scenarios for your company
- Create the path to market for a new product
- Reposition your business in times of change
- Develop funding proposals that showcase commercial value

Whatever the goal, WKI Online gives you practical, engaging frameworks to build clarity and confidence to execute the best path forward.



WKI Online expands the richness of the methodology to include personal tutorials, video coaching, digital examples, and support resources. Even more, business builders can engage with the toolset as their time and needs require, and at a pace that works for them.

## WKI Online Gives You ...

- The platform to expand your ecosystem and support business builders at all stages of readiness
- Entrepreneurial tools and resources to support and collaborate among staff, clients, and ecosystem builders
- Delivery of high impact programs that are resource and cost effective
- A proven process with a 15 year track record of results

The modular platform WKI Online offers means you can coach or advise at any point in the process. Looking for a standalone solution to support and educate your community? It is ideal as a self-paced system for business builders.



## Not a Business Builder? No Problem....

The WKI methodology has been used for more than a decade for faculty researchers, students and others looking to gain support through grant proposals, SBIR submissions, student pitch competitions and more.

**Schedule a Demo or [Talk with Us](#)**  
**Toll-Free: 1-866-663-0171**

<http://wendykennedy.com>

# WKI ONLINE

*A process business builders love  
and that delivers results.*