

BMGT 299: Entrepreneurship Capstone

Unit 8 Course Materials



Proof of Concept (Claim)

Proof of concept

[From Wikipedia, the free encyclopedia](#)

A **proof of concept** (POC) or a **proof of principle** is a realization of a certain method or idea to demonstrate its [feasibility](#),^[1] or a demonstration in principle, whose purpose is to verify that some concept or theory has the potential of being used. A proof of concept is usually small and may or may not be complete.

Usage history

The appearance of the terms in news archives suggests it might have been in common use as long ago as 1973.^[2]

One of the early definitions of the term "proof of concept" was by Bruce Carsten in the context of a "proof of concept prototype" in the column "Carsten's Corner":

Proof-of-Concept Prototype is a term that (I believe) I coined in 1984. It was used to designate a circuit constructed along lines similar to an engineering prototype, but one in which the intent was only to demonstrate the feasibility of a new circuit and/or a fabrication technique, and was not intended to be an early version of a production design.^[3]

For you, proof of concept would provide legitimacy, “proof of claim” that your business model (policies and all!) The question is simple: What can you do to prove to a potential investor, that your business will work, that your product/service will be in demand, that you will have repeat business. It DEMONSTRATES that this will work. Maybe it is operation of the first store (successfully), or demand for your first product on the web, (I.e. Sales) – maybe it proves you product works better than another by demonstrating it. It is absolute proof – it demonstrates proof. It is NOT, just a research report that shows that Americans like pizza and it is a multibillion dollar pizza. It is taste comparisons – research test showing actual sales in a grocery store, whatever....you can be creative here, but it must be demonstrable!