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## Benefits of an *Authentic* Stage-Gate® Model

#1

Provides a **roadmap** for all key stakeholders in product innovation

#2

Adds **discipline** to the often chaotic endeavor of product development

#3

A **visible, transparent** process known and understood by all

#4

Establishes **Gates** where critical business decisions are made: Go/Kill and resource investments

#5

Makes for a **complete** process with no critical errors or missing steps

#6

Incorporates **cross-functional** inputs at all levels

#7

All business functions work in **parallel** which means a faster process

Visit [www.stage-gate.com](http://www.stage-gate.com)  
to discover how to **quickly implement**  
an *authentic* Stage-Gate Model