



Global Startup 

MEXICO 2015, iLAB XALAPA

<http://tiny.cc/GSLMEX15>



Decision Making Unit (DMU)

Explanatory text goes here.



DMU (Decision Making Unit)

Is the people who will be involved when your product or service is acquired. Carefully define each party and the nature of power in the acquisition process (e.g., economic buyer, influencer, veto power, user, primary, secondary).

