

PHASE 1: IDENTIFY A BUSINESS TOPIC, BUILD A FOUNDATION



IDEATION

CHOOSE A BUSINESS TOPIC AND IDENTIFY AN AUDIENCE

CUSTOMER CONVERSATION

CONDUCT PROBLEM AND SOLUTION INTERVIEWS

IMPLEMENT

SETUP YOUR WEBSITE AND CONTINUE CONNECTING WITH CUSTOMERS

- BUSINESS MODEL CANVAS
- PROBLEM/SOLUTION INTERVIEWS
- WEBSITE, EMAIL LIST, SOCIAL MEDIA

PHASE 2: LAUNCH YOUR MINIMUM VIABLE PRODUCT, CONNECT WITH CUSTOMERS



MINIMUM VIABLE PRODUCT

BRING YOUR BUSINESS IDEA TO MARKET



AUDIENCE

IDENTIFY YOUR TARGET MARKET



DOLLARS AND CENTS

DETERMINE YOUR COSTS AND BUILD YOUR FINANCIAL MODEL

- MINIMUM VIABLE PRODUCT
- COLLECT VALIDATING DATA
- FINANCIAL MODEL

PHASE 3: OPTIMIZE, GROW, ACHIEVE SUSTAINABLE PROFITABILITY



BUILD, MEASURE, LEARN

EXAMINE VALIDATING DATA AND ITERATE ACCORDINGLY



PROMOTE

INCREASE YOUR COMPANY'S REACH



LEGAL

SET UP BUSINESS ENTITY AND CONSIDER LEGAL MATTERS

- ITERATE TO IMPROVE
- INCREASE REACH
- SET UP BUSINESS ENTITY