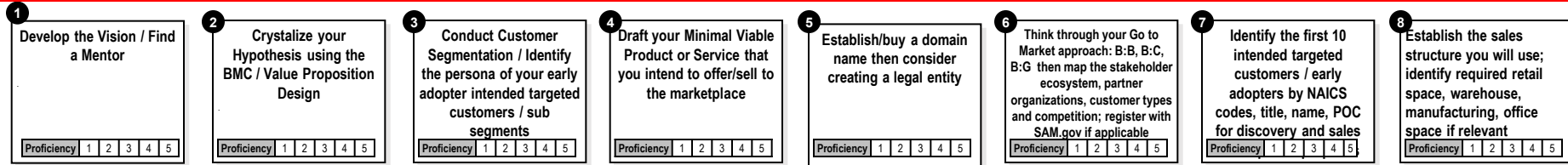


Let's dive in further,
to this Journey Map,
and take a closer look at
each of the 24 steps,
emphasizing
a few
points
along the journey



“Typical” Small Business Entrepreneurial Journey



Step # 1 Points of Emphasis

Develop your Vision and Timeline for the business / business imperative or growth objective.

Find a mentor or mentors. Get some assistance.



Self Assessed Proficiency – From Subject Matter Expert to Needing Mentorship

- 5 = Excellent (We do this regularly, systematically, and with continuous improvement)
- 4 =Good (We do this regularly and systematically)
- 3 =Average (We have some skills in this area)
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- 1 =Nonexistent (We do not have these skills at all)



Step # 1 Points of Emphasis

Benefits of finding Mentors early in the Journey

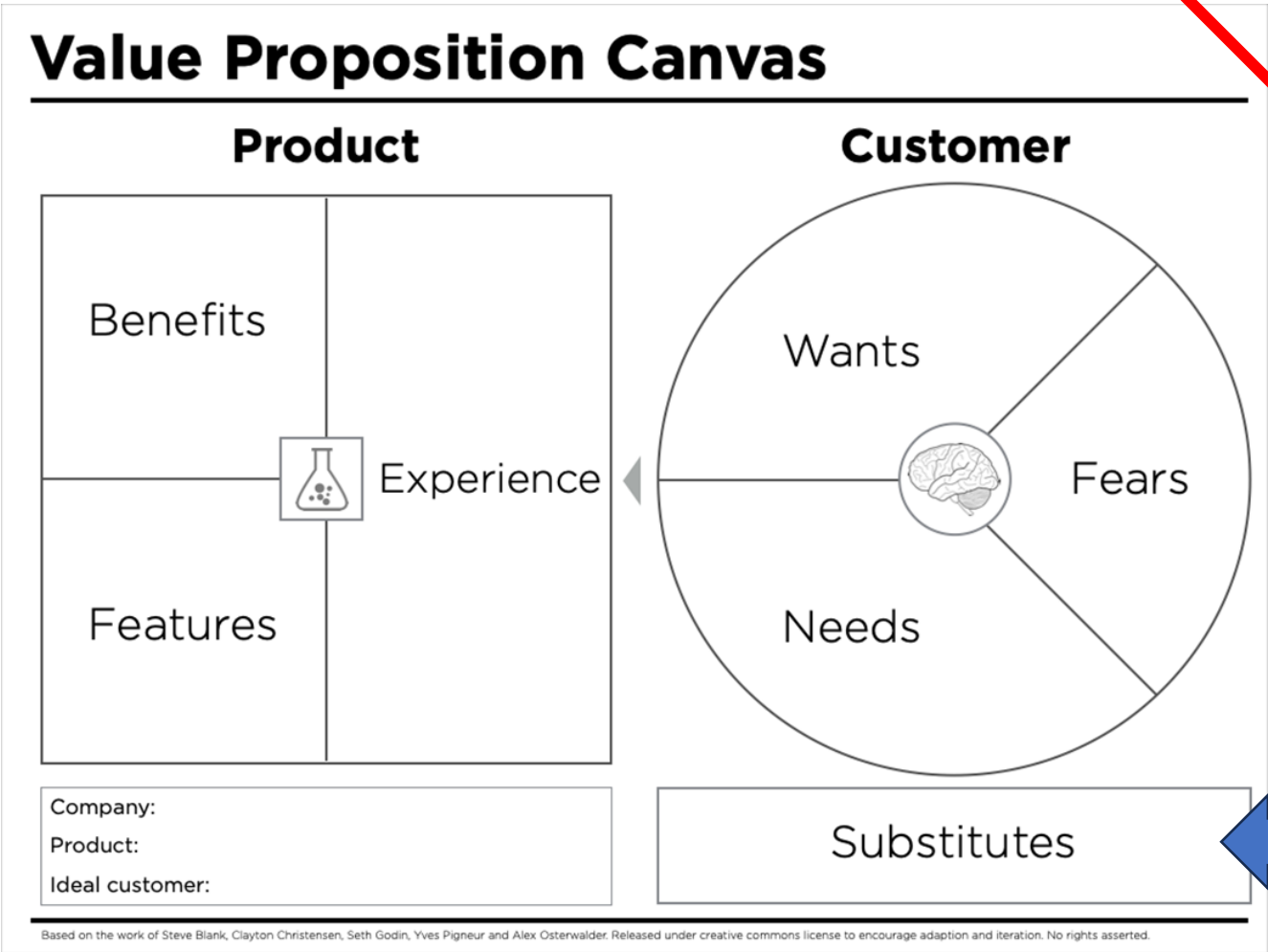
- ✓ Identify pitfalls to avoid, highlight lessons learned from perspective, experiences
- ✓ Potential to shorten the process journey
- ✓ Help stretch and save precious owners investment
- ✓ Make valuable introductions and connections
- ✓ Identify valuable and time saving resources, frameworks
- ✓ Make informed, data driven, actionable decisions
- ✓ Help hold you accountable to milestones and deadlines

Mentors can be guides on your journey !



Step # 2 - Points of Emphasis

Complete the
Value
Proposition
Design and
worksheet



Did you conduct
a thorough side
by side
comparison of the
substitutes, the
competition?

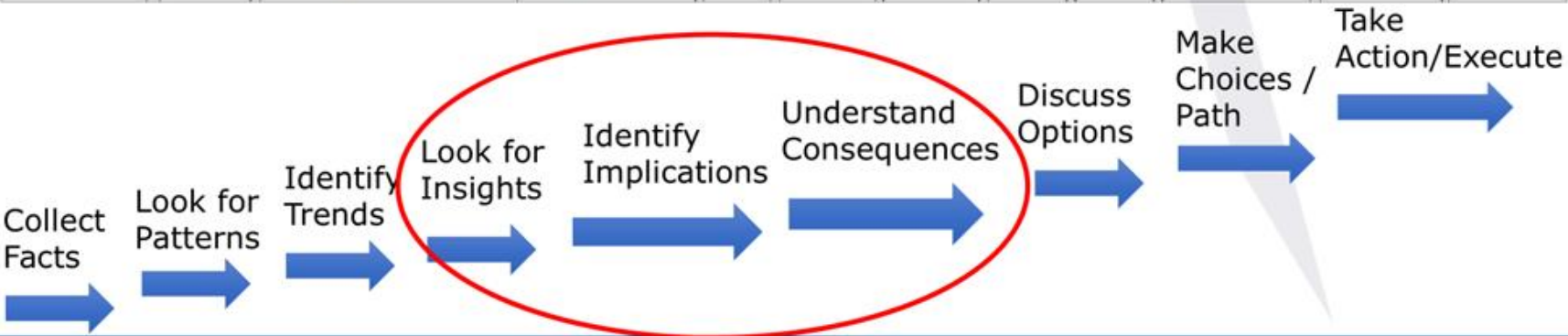
Step # 2 Points of Emphasis

Competitive Comparative Matrix Insights Exercise Template

NOTE: Create in Excel; minimum of 5 competitors; modify columns as applicable

Competitor Businesses	Website URL Link	Industry/ Sector / Segment Competitor is in	Location Geographic Reach	Phone #	Est. Sales \$USD	Unique Branding	Feature #1	Benefit #1	Point(s) of Differentiation	Sell Through Channels?	Relevant Comments
Competitor # 1											
Competitor # 2											
Competitor # 3											
Competitor # 4											
Competitor # 5											

It is a Side by Side collection of facts, patterns, themes, etc. that lead to insights, implications and then actions



This "Typical" Entrepreneurial Journey Map Features:

"Typical" Roadmap

4 Broad "themes"

24 Work Blocks or "Action" Elements

Self-Assessment "Proficiency Rating"

Self Assessed Proficiency - From Subject Matter Expert to Needing Mentorship

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1 = Nonexistent (We do not have these skills at all)

What did you learn from this exercise?

What were your top 3 insights?

Did those insights have implications?

Step # 2 - Points of Emphasis



This "Typical" Entrepreneurial Journey Map Features:

- 4 Broad "themes"
- 24 Work Blocks or "Action" Elements
- Self-Assessment "Proficiency Rating"

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- 1 = Nonexistent (We do not have these skills at all)

How to create products and services customers want. Get started with...

Value Proposition Design

strategyzer.com/vpd

Written by
Alex Osterwalder
Yves Pigneur
Greg Bernarda
Alan Smith

Designed by
Trish Papadokas

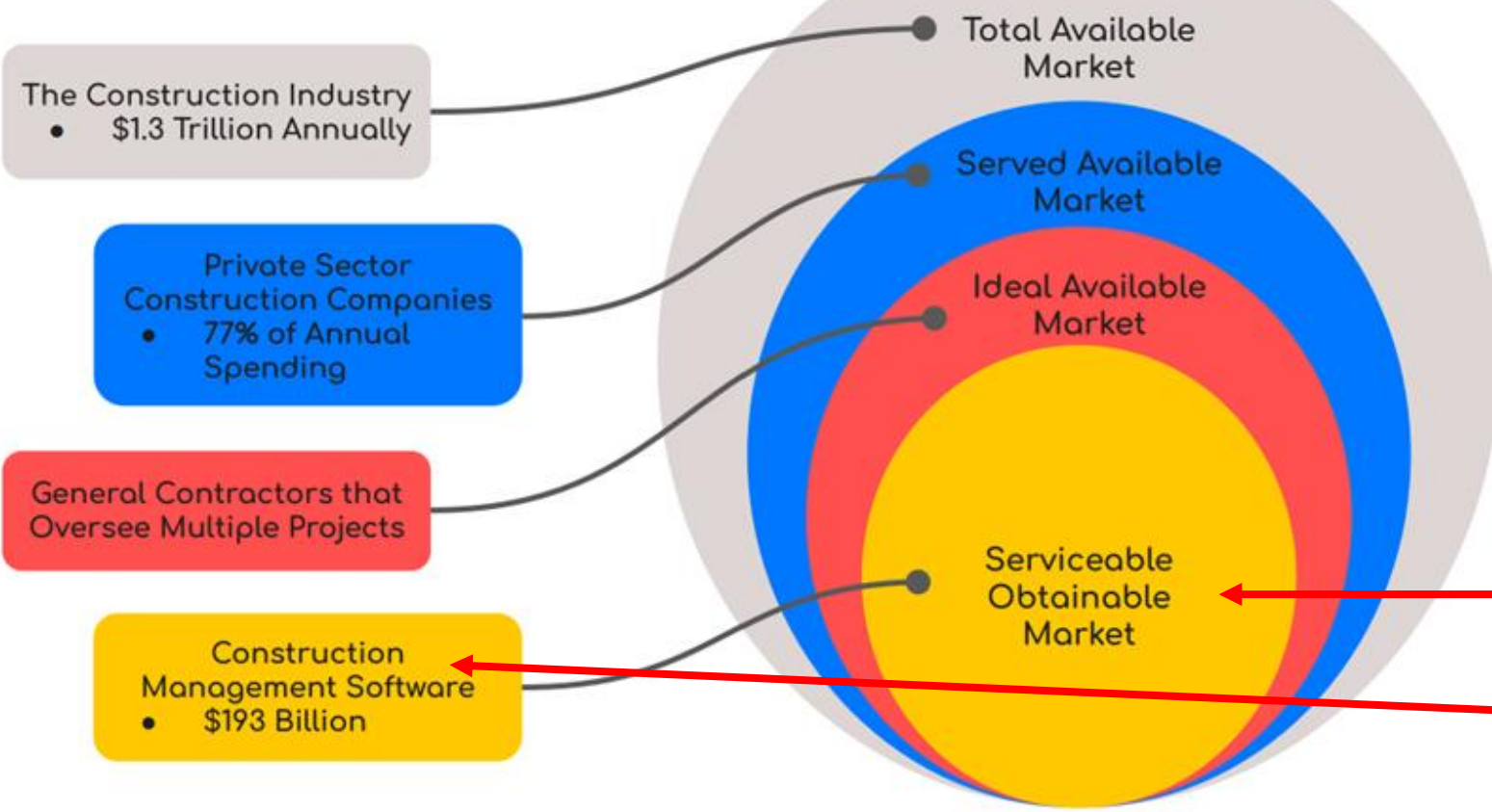
WILEY

Strategyzer
Selfies
Support to
Business Model Generation
International Bestseller
30+ Languages

Step # 3 Points of Emphasis



Targeted Segment



Now you need to curate a list of your first 5-10 customers!

You need to find the business and the point of contacts!

Step # 3 Points of Emphasis



Targeted Consumers



PAUL RAMIREZ
SENIOR PROJECT MANAGER STARTER PACK

Is it scalable?
Is it proven?
Will it screw with my workflow?

Our Buyers

- Proven, scalable products that don't disrupt workflows
- Deliver sustainable, future-ready buildings on time

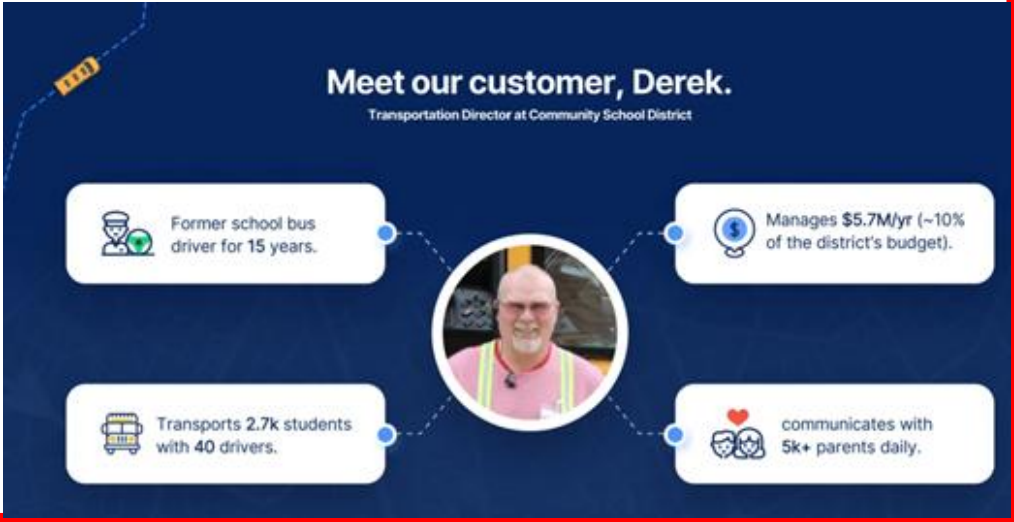
Needs:

Reliable supply chain & logistic
BMS (smart building) compatibility

Using your VPD, develop your intended targeted Customer / client “personas”

Meet our customer, Derek.

Transportation Director at Community School District



This “Typical” Entrepreneurial Journey Map Features:



“Typical” Roadmap

4 Broad “themes”

24 Work Blocks or “Action” Elements

Self-Assessment “Proficiency Rating”

Step # 4 Points of Emphasis

A Minimal Viable Product (MVP) :

The simplest form of a product or service that still delivers its core value proposition.

Its purpose is not to be a fully polished or complete product or service.

It allows you to test your primary business assumptions and gather real user feedback - - early on in the journey.



Step # 5 Points of Emphasis

- ***Establish a Domain Name***
- ***Consider the implications of your “Master Brand”***
- ***Consider creating the most relevant legal entity***
- ***Register with the VCC***



How to Decide On the Legal Structure of Your Business

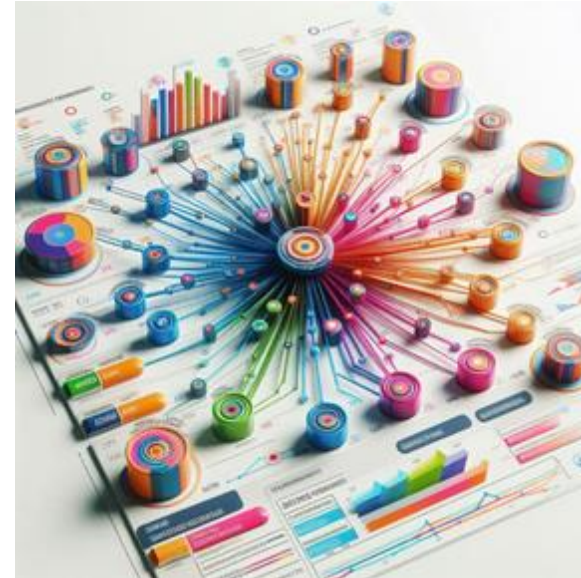
Sole
Proprietorship,
Partnership or
A Corporation

Meir Liraz



Step # 6 Points of Emphasis

- *Map the EcoSystem in which your business, industry exists*
- *Map all the Stakeholders / Partners / Competitors, etc.*
- *Conduct a comparative competitive analysis*



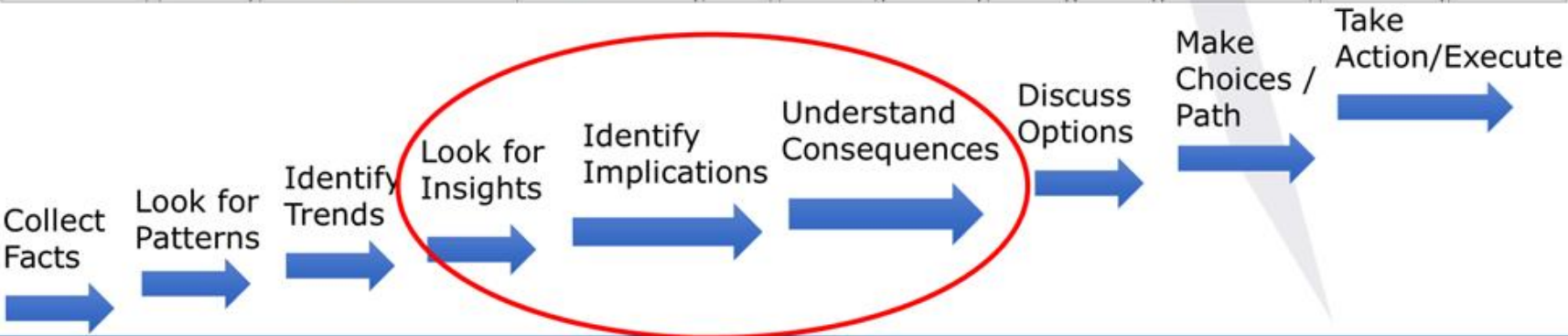
Step # 6 Points of Emphasis

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Step # 6 Points of Emphasis

From your comparative competitive analysis, how is your value proposition :

- ***Differentiated***
- ***Novel***
- ***Innovative***
- ***Unique***
- ***Faster***

Ask yourself:

“How is your value proposition to the marketplace as good as or better than the top 3 leading substitutes? “...

...in at least 1 dimension



Step # 6 Points of Emphasis

The Six Utility Levels

Customer Productivity

Simplicity

Convenience

Risk

Fun and Image

Environmental Friendliness

The Six Stages of the Buyer Experience Cycle

Purchase

Delivery

Use

Supplements

Maintenance

Disposal

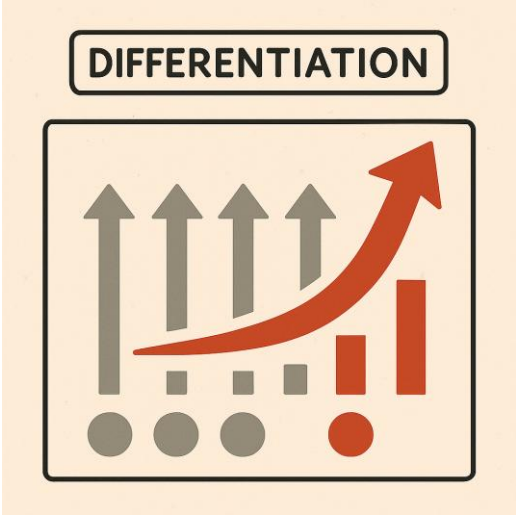
Useful Matrix Framework

to help identify specific

attributes of

Product or Service

Differentiation



Source: Chan Kim and Renee Mauborgne, “Knowing a Winning Business Idea When You See One”, <https://hbr.org/2000/09/knowning-a-winning-business-idea-when-you-see-one/ar/1>, September 2000



- How is your value proposition
- Differentiated
 - Novel
 - Unique
 - Innovative

Ask yourself: How are you as good as or better than the top 3 leading substitutes in the marketplace?

Step # 7 Points of Emphasis

From the Value Proposition Design and the customer segmentation, (step #2, 3), identify...

... the first 5 to 10 intended targeted customers to approach for customer discovery / and / or early sales



You will need to curate a list of your first 5-10 customers!

You need to find the business and the POC info:

- Name
- Title
- Email
- Phone #

Step # 8 Points of Emphasis

Your proposed “Go To Market GTM” strategy should be considered here:

- B:B?
- B:C?
- D:C”?
- B:G?

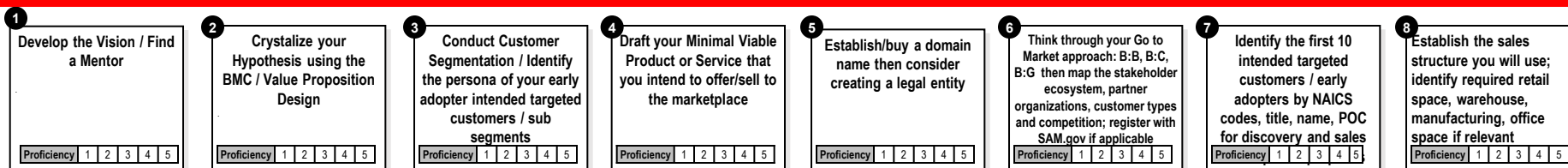
Ask yourself, “who” in your organizational (now or down the road) will do the Sales Development?



What is the most appropriate sales structure for your business?

- Inside Sales?
- Field Sales?
- Technical Sales?
- Outsource Sales to a fractional sale rep?
- Online sales only?
- Sell via intermediary?
- Enterprise Sales?
- Other

Consider attending MSBDC “How To” Webinars Associated with Phase 1



Vision, Startup, Legal Entity Choices, Value Proposition Design, Customer Segmentation, Eco System Stakeholder Mapping, Competitive Analysis

[Workshops & Events - Mason SBDC](#)

Anatomy of Small Business Entrepreneurial Journey Legal & Admin Steps to Starting a Business Value Proposition Design and Message Mapping Government Contracting 101

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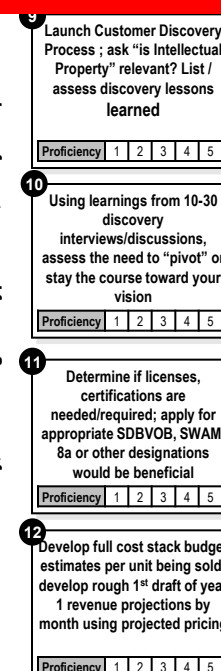
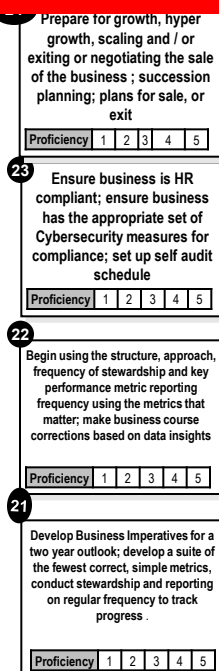
Performance Management – Guide to Key Performance Indicators / Biz Dashboards

Business Operations: Taxes, HR, Legal, Real Estate, Management, Leadership

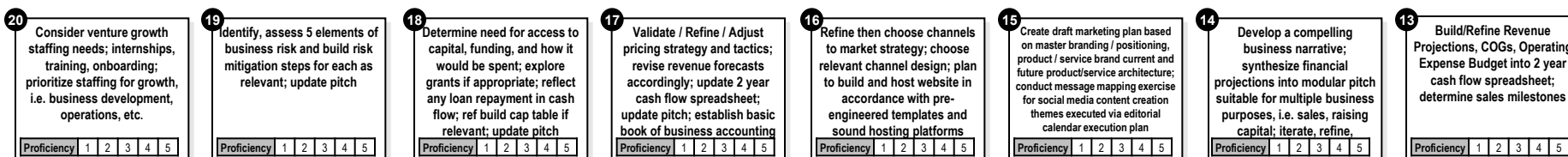
Cyber Security for Small Business

Strategic Imperatives, Metrics, Cybersecurity

Customer Discovery, Validating the Hypothesis, Early Adopter



Developing the Business Plan “pitch” Narrative, Financial Projections (Rev. / Cost), Risk, Funding the Business Stages of Marketing Maturity, Business Development, Sales, Operations , Scaling



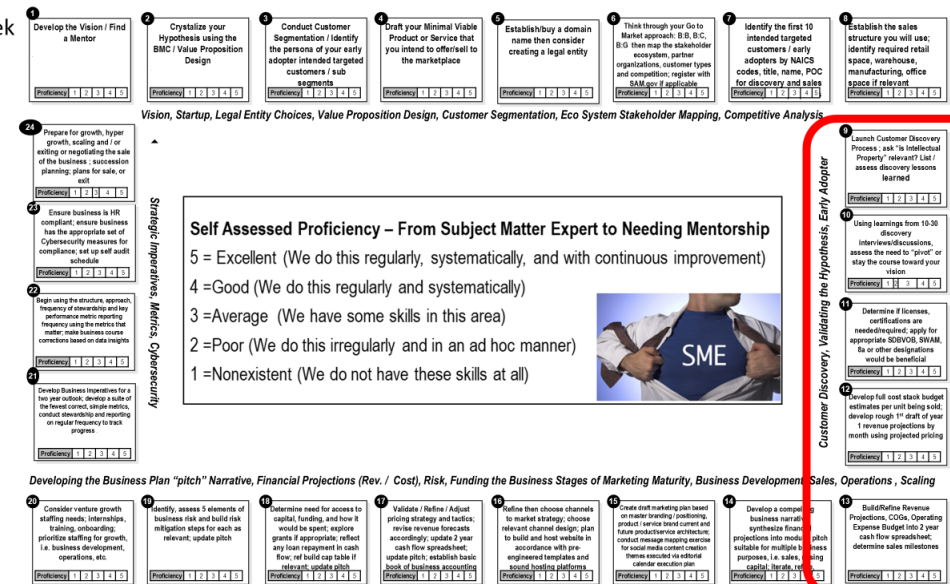


Referencing
leg 1 of the
“map”, lets
pause for
Questions
and
Discussion!

Leg #2 of the journey

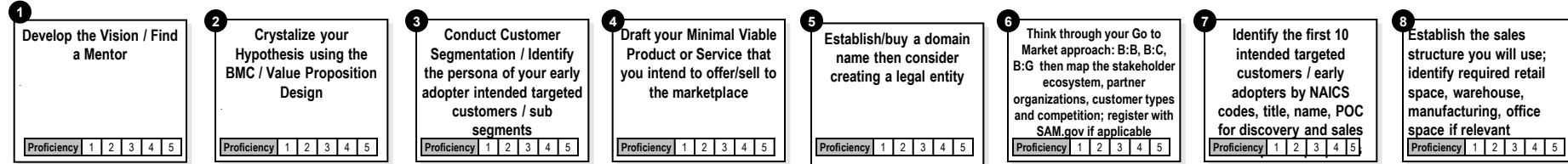
Note:
Normally this
would be week
2....BUT.....

“Typical” Small Business Entrepreneurial Journey

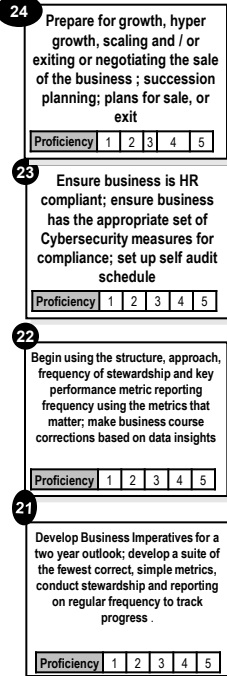


Small Business Entrepreneurial Map – Original Work by George Siragusa, Senior Business Adviser, Mason SBDC – Copyright March 2025

"Typical" Small Business Entrepreneurial Journey



Vision, Startup, Legal Entity Choices, Value Proposition Design, Customer Segmentation, Eco System Stakeholder Mapping, Competitive Analysis



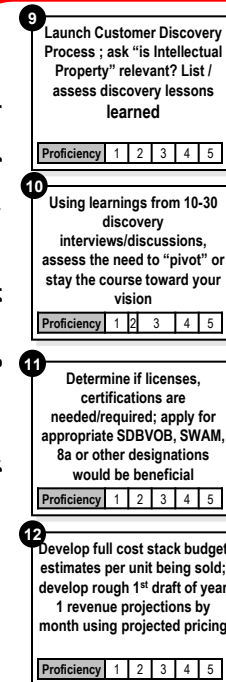
Strategic Imperatives, Metrics, Cybersecurity

Self Assessed Proficiency – From Subject Matter Expert to Needing Mentorship

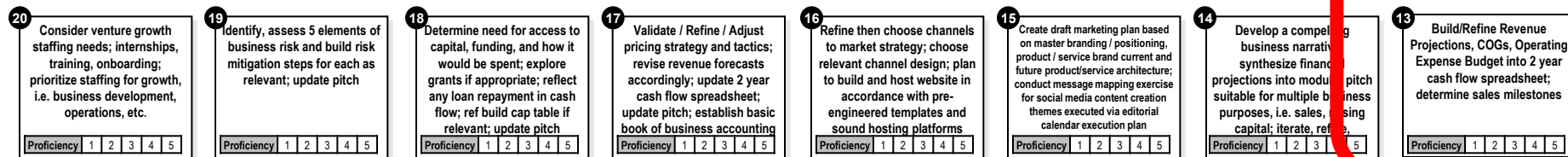
5 = Excellent (We do this regularly, systematically, and with continuous improvement)
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Customer Discovery, Validating the Hypothesis, Early Adopter



Developing the Business Plan "pitch" Narrative, Financial Projections (Rev. / Cost), Risk, Funding the Business Stages of Marketing Maturity, Business Development Sales, Operations , Scaling



Step # 8 Points of Emphasis

Your proposed “Go To Market GTM” strategy should be considered here:

- B:B?
- B:C?
- D:C”?
- B:G?

Ask yourself, “who” in your organizational (now or down the road) will do the Sales Development?



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- Other

Step # 9 Points of Emphasis

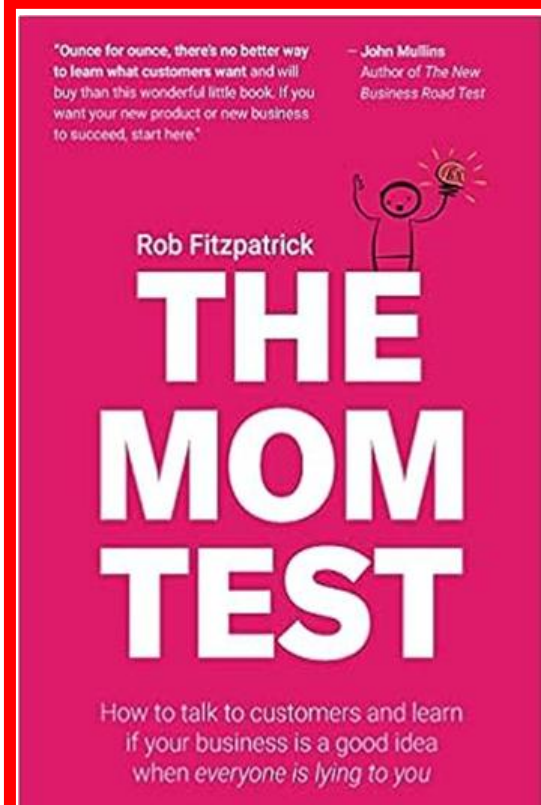
Is my innovation
patentable?

Should it be?

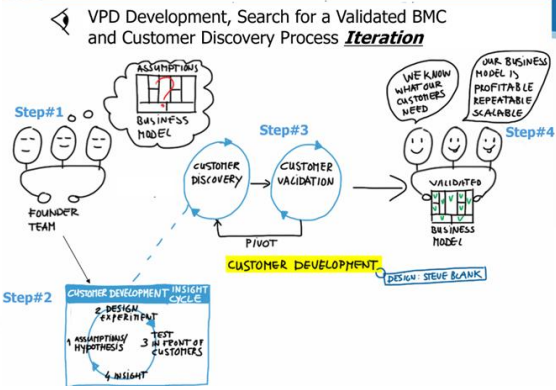
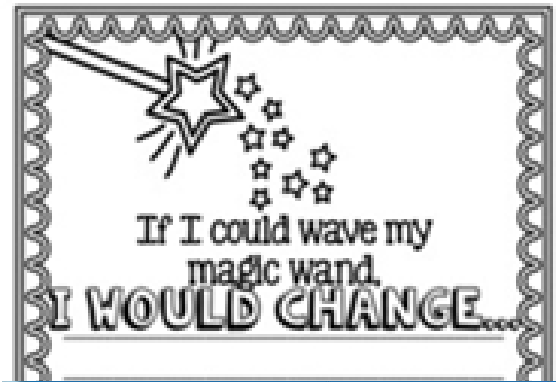
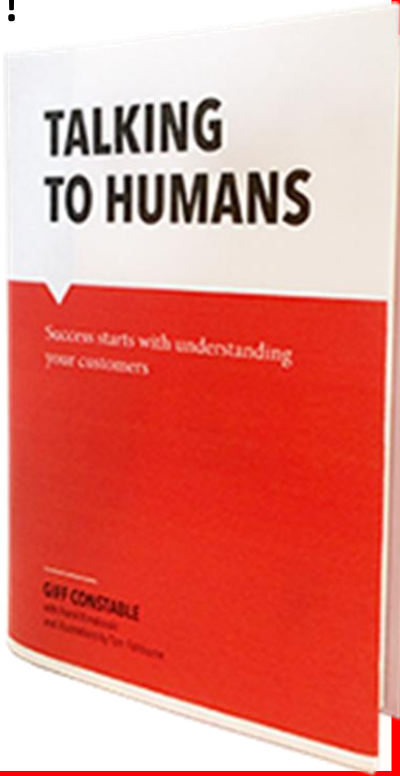
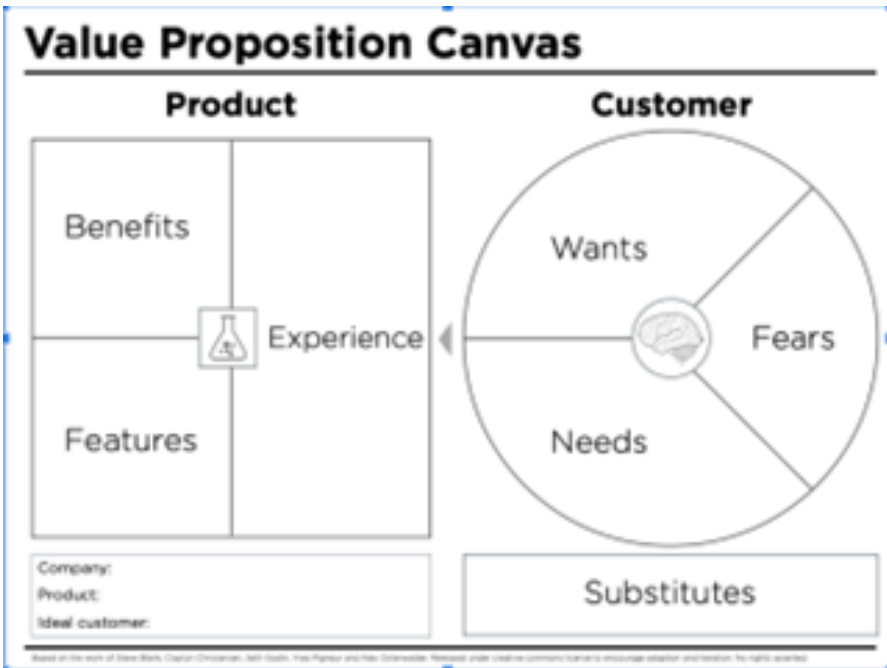
And if not, how
do I protect my
trade secret?



Step # 10 Points of Emphasis

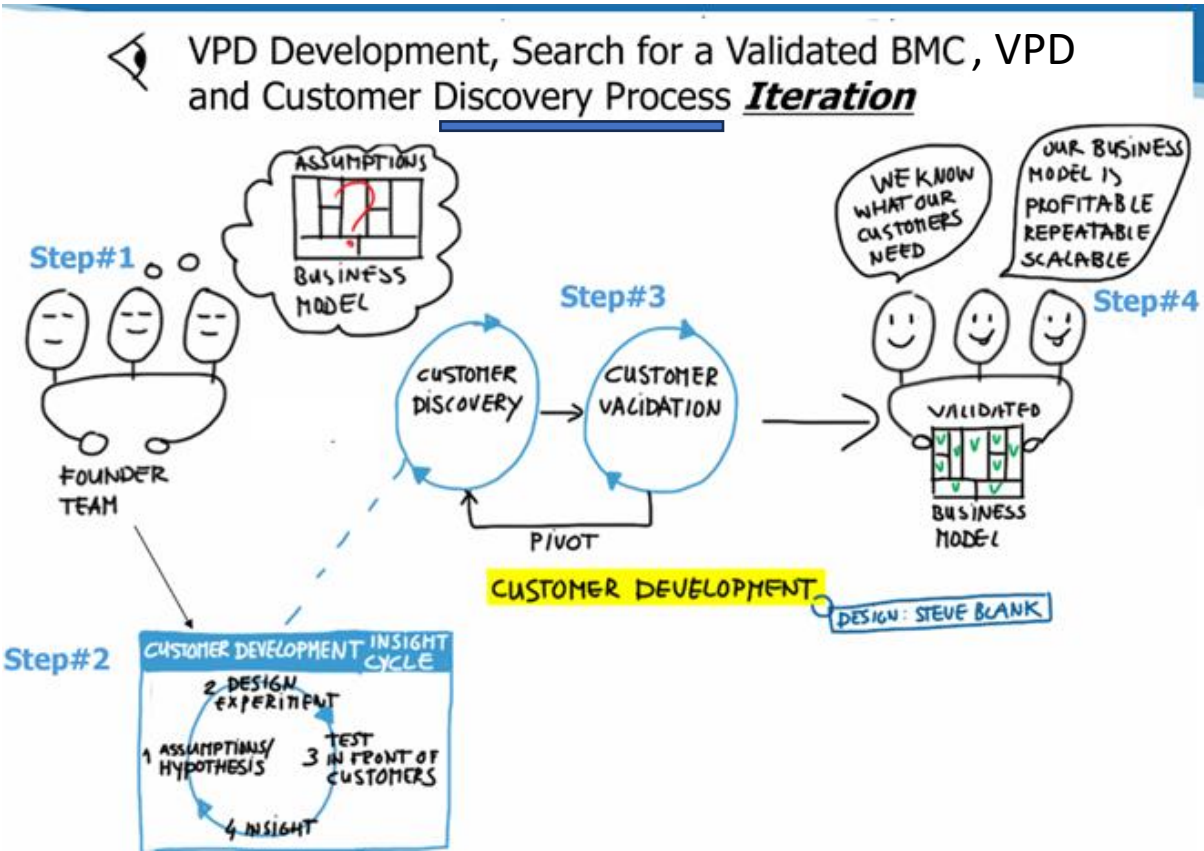


Think you have created value in the marketplace? :
Test your hypothesis with “Discovery”
BEFORE you sink big \$\$\$s !



Step # 10 Points of Emphasis

Do you believe you have created value in the marketplace? :
Test your hypothesis with “Discovery” BEFORE you sink big \$\$\$s !



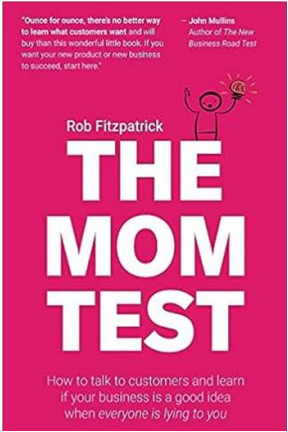
This "Typical" Entrepreneurial Journey Map Features:

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SME



Step # 11 Points of Emphasis



SBA WOSB Certification Summary Sheet

10306 Eaton PI, Suite 180, Fairfax, Virginia 22030 | www.masonsdbdc.org | Phone: 703-261-4105

Helpful Resources:

- [U.S. Small Business Administration \(SBA\)](#)
- [WOSB Fact Sheet](#)
- [Certification Options Table](#)
- [Latest FAQs](#)
- [Local Women's Business Center Finder](#)
- [WOSB.Certify Knowledge Base](#)
- [WOSB Quick Start Guide](#)
- [WOSB Website](#)

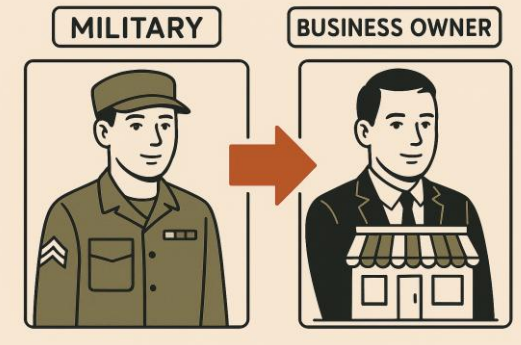
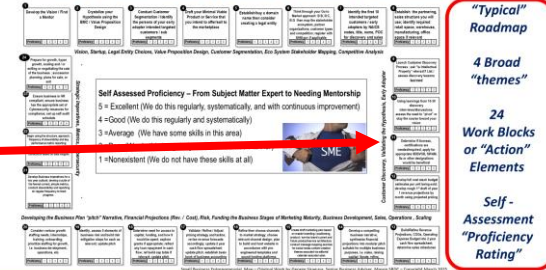


SBA Veteran Certification Summary Sheet

10306 Eaton PI, Suite 180, Fairfax, Virginia 22030 | www.masonsdbdc.org | Phone: 703-261-4105

- [VetCert Support](#)
- [VetCert Benefits](#)
- [VetCert Fact Sheet](#)
- [VetCert FAQs](#)
- [Veteran Contracting Assistance Programs](#)
- [Office of Veterans Business Development](#)
- [Surplus Personal Property for Veteran-Owned Small Businesses](#)
- [Service-Disabled Veteran-Owned Small Business Program](#)

This "Typical" Entrepreneurial Journey Map Features:

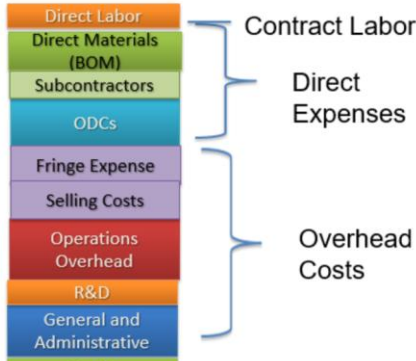


Step # 12 Points of Emphasis

Begin to create a very rough idea of the startup and steady state operational costs buckets for the business you envision

AMERICA'S SBDC VIRGINIA MASON Cost Stack – Government Contracting

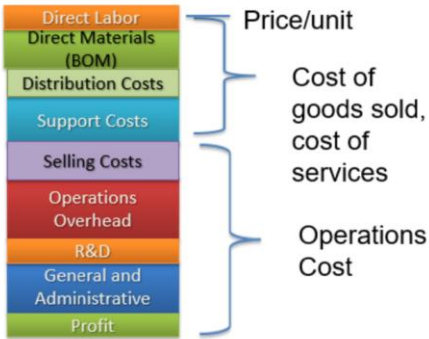
Fringe Rate	9.83%
Overhead Rate	32.83%
G&A Rate	7.33%
Total Indirect Rate	44.72%



AMERICA'S SBDC VIRGINIA MASON Cost Stack – P&L Cost Centers

Revenue (Rev)
Rev = Price * Units

Gross Margin (GM)
GM = Rev – COGS



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SME

Step # 12 Points of Emphasis

The "Cost Stack"

Revenue (Rev)
 $\text{Rev} = \text{Price} \times \# \text{ Units}$

Gross Margin (GM)
 $\text{GM} = \text{Rev} - \text{COGS}$

Use to
"test"
a
price
not
to
"set" a
price

Use to
Calculate
the Cost of
Customer
Acquisition

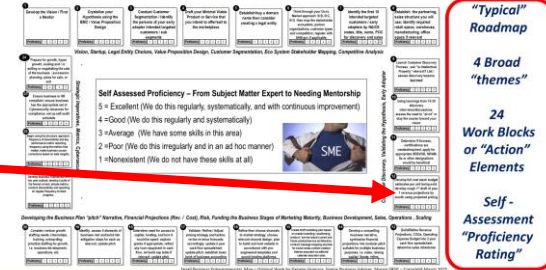


Ave Price in
\$USD times # of
units / of
products or
services sold

Operating
Costs

Cost of
Goods
(COGS)

This "Typical" Entrepreneurial Journey Map Features:



Your cost stack
can also help you:

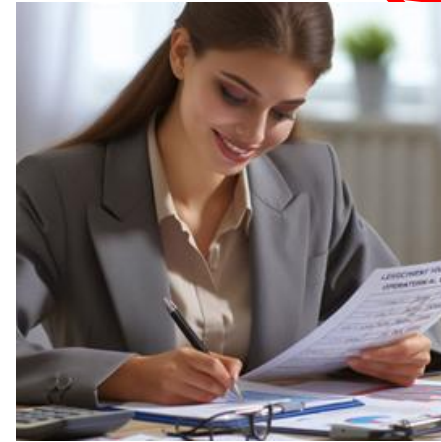
- "test"(not set) your pricing
- determine your "Cost of Acquiring Customers"

Step # 13 Points of Emphasis

Refine and polish your startup / operational costs buckets for the business you envision; identify costs of goods (COGS), utilities, wages, etc.

Based on your market discovery, “Ground Truth” the assumptions that will underpin your revenue projections and begin to build your revenue projections for year 1.

Ask: “how many services / products will you sell in month 1, 2, 3. etc. and for what price point(s)? “



I will sell “X” units of products or services for price points of “Y” \$\$s per unit.

In month 1 it will be “X” units times “Y” price per unit....in month 2 it will be.....in month 3 it will be.....

Consider attending MSBDC “How To” Webinars Associated with Phase 2

[Workshops & Events - Mason SBDC](#)

1 Develop the Vision / Find a Mentor Proficiency 1 2 3 4 5	2 Crystallize your Hypothesis using the BMC / Value Proposition Design Proficiency 1 2 3 4 5	3 Conduct Customer Segmentation / Identify the persona of your early adopter intended targeted customers / sub segments Proficiency 1 2 3 4 5	4 Draft your Minimal Viable Product or Service that you intend to offer/sell to the marketplace Proficiency 1 2 3 4 5	5 Establish/buy a domain name then consider creating a legal entity Proficiency 1 2 3 4 5	6 Think through your Go to Market approach: B:B, B:C, B:G then map the stakeholder ecosystem, partner organizations, customer types and competition; register with SAM.gov if applicable Proficiency 1 2 3 4 5	7 Identify the first 10 intended targeted customers / early adopters by NAICS codes, title, name, POC for discovery and sales Proficiency 1 2 3 4 5	8 Establish the sales structure you will use; identify required retail space, warehouse, manufacturing, office space if relevant Proficiency 1 2 3 4 5
---	---	--	--	--	---	--	---

Vision, Startup, Legal Entity Choices, Value Proposition Design, Customer Segmentation, Eco System Stakeholder Mapping, Competitive Analysis

24 Prepare for growth, hyper growth, scaling and / or exiting or negotiating the sale of the business ; succession planning; plans for sale, or exit Proficiency 1 2 3 4 5	23 Ensure business is HR compliant; ensure business has the appropriate set of Cybersecurity measures for compliance; set up self audit schedule Proficiency 1 2 3 4 5	22 Begin using the structure, approach, frequency of stewardship and key performance metric reporting frequency using the metrics that matter; make business course corrections based on data insights Proficiency 1 2 3 4 5	21 Develop Business Imperatives for a two year outlook; develop a suite of the fewest correct, simple metrics, conduct stewardship and reporting on regular frequency to track progress . Proficiency 1 2 3 4 5
---	---	---	--

Strategic Imperatives, Metrics, Cybersecurity

Anatomy of a Typical Small Business Entrepreneurial Journey

Legal & Admin Steps to Starting a Business

Value Proposition Design and Message Mapping

Government Contracting 101

Small Business Financing

Preparing your Business Briefing / Narrative / Pitch

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Digital Marketing – SEO and Social Media Marketing

Accounting, Budgeting, Financial Management

Performance Management – Guide to Key Performance Indicators / Biz

Dashboards

Business Operations: Taxes, HR, Legal, Real Estate, Management, Leadership

Cyber Security for Small Business

Customer Discovery, Validating the Hypothesis, Early Adopter

9 Launch Customer Discovery Process ; ask “is Intellectual Property” relevant? List / assess discovery lessons learned Proficiency 1 2 3 4 5	10 Using learnings from 10-30 discovery interviews/discussions, assess the need to “pivot” or stay the course toward your vision Proficiency 1 2 3 4 5	11 Determine if licenses, certifications are needed/required; apply for appropriate SDBOV, SWAM, 8a or other designations would be beneficial Proficiency 1 2 3 4 5	12 Develop full cost stack budget estimates per unit being sold; develop rough 1 st draft of year 1 revenue projections by month using projected pricing Proficiency 1 2 3 4 5
---	---	--	--

Developing the Business Plan “pitch” Narrative, Financial Projections (Rev. / Cost), Risk, Funding the Business Stages of Marketing Maturity, Business Development, Sales, Operations , Scaling

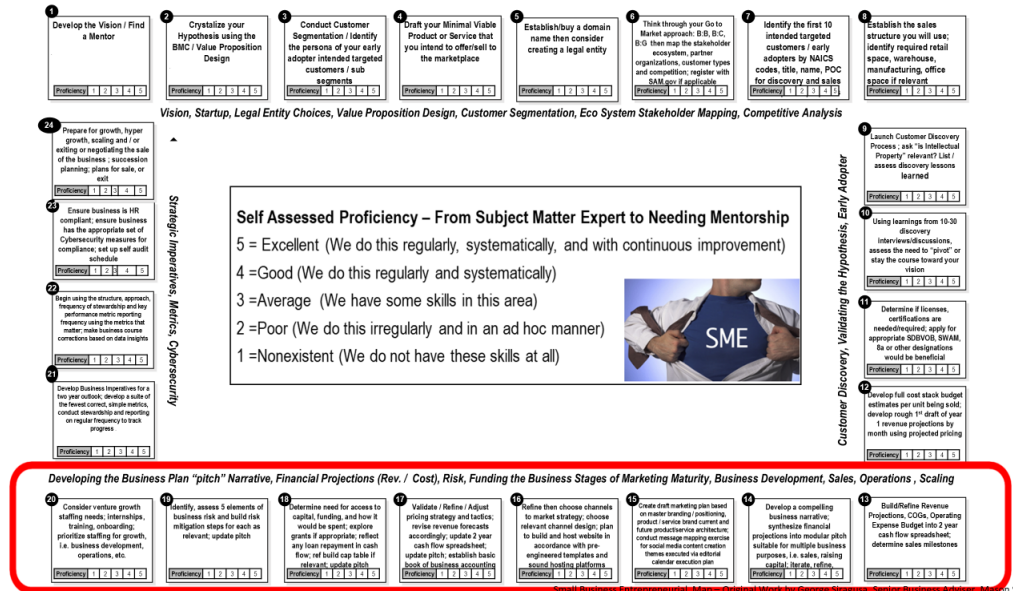
20 Consider venture growth staffing needs; internships, training, onboarding; prioritize staffing for growth, i.e. business development, operations, etc. Proficiency 1 2 3 4 5	19 Identify, assess 5 elements of business risk and build risk mitigation steps for each as relevant; update pitch Proficiency 1 2 3 4 5	18 Determine need for access to capital, funding, and how it would be spent; explore grants if appropriate; reflect any loan repayment in cash flow; ref build cap table if relevant; update pitch Proficiency 1 2 3 4 5	17 Validate / Refine / Adjust pricing strategy and tactics; revise revenue forecasts accordingly; update 2 year cash flow spreadsheet; update pitch; establish basic book of business accounting Proficiency 1 2 3 4 5	16 Refine then choose channels to market strategy; choose relevant channel design; plan to build and host website in accordance with pre-engineered templates and sound hosting platforms Proficiency 1 2 3 4 5	15 Create draft marketing plan based on master branding / positioning, product / service brand current and future product/service architecture; conduct message mapping exercise for social media content creation themes executed via editorial calendar execution plan Proficiency 1 2 3 4 5	14 Develop a compelling business narrative; synthesize financial projections into modular pitch suitable for multiple business purposes, i.e. sales, raising capital; iterate, refine Proficiency 1 2 3 4 5	13 Build/Refine Revenue Projections, COGs, Operating Expense Budget into 2 year cash flow spreadsheet; determine sales milestones Proficiency 1 2 3 4 5
--	---	---	---	--	---	--	--



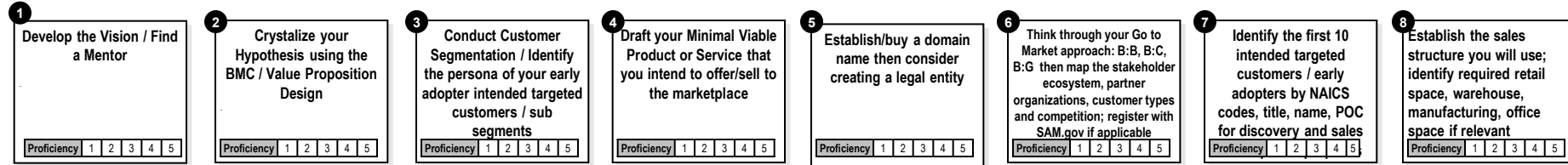
Referencing
leg 2 of the
“map”, lets
pause for
Questions
and
Discussion!

Leg #3 of the journey

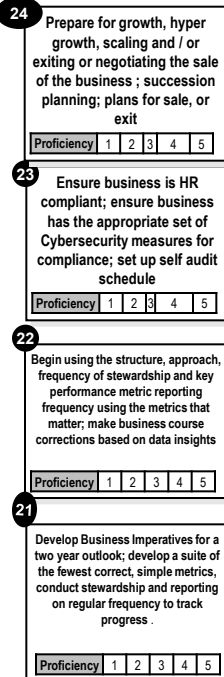
"Typical" Small Business Entrepreneurial Journey



"Typical" Small Business Entrepreneurial Journey



Vision, Startup, Legal Entity Choices, Value Proposition Design, Customer Segmentation, Eco System Stakeholder Mapping, Competitive Analysis



Strategic Imperatives, Metrics, Cybersecurity

Self Assessed Proficiency – From Subject Matter Expert to Needing Mentorship

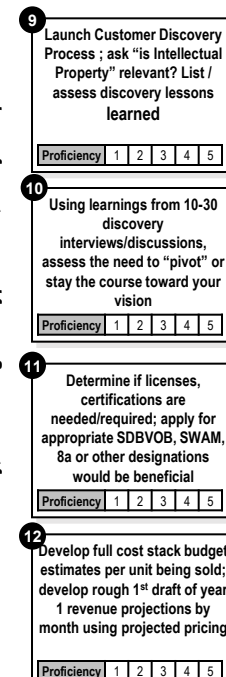
5 = Excellent (We do this regularly, systematically, and with continuous improvement)

4 =Good (We do this regularly and systematically)

3 =Average (We have some skills in this area)

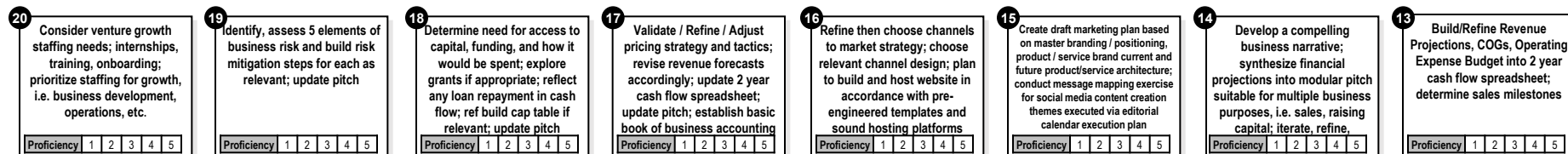
2 =Poor (We do this irregularly and in an ad hoc manner)

1 =Nonexistent (We do not have these skills at all)



Customer Discovery, Validating the Hypothesis, Early Adopter

Developing the Business Plan "pitch" Narrative, Financial Projections (Rev. / Cost), Risk, Funding the Business Stages of Marketing Maturity, Business Development, Sales, Operations , Scaling



Step # 13 Points of Emphasis

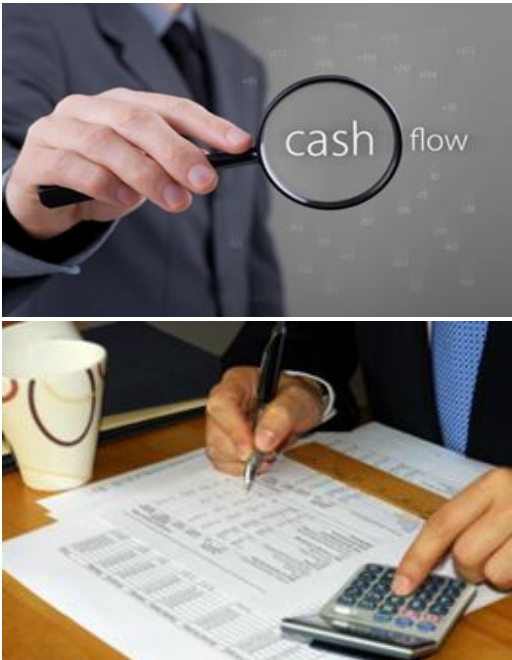
“Ground truth” assumptions
that will underpin the
revenue projections and
costs

Develop your 2-3 year cash
flow spreadsheet

Baseline Revenue Model

Category, AVERAGES	Coffee Shop	Beer & Wine	Roasted Coffee	Totals
Transactions per Hour	16	8	--	
Customers per Day	200	32	18	
Food Conversion	25%	25%	--	
Daily Revenue	\$849	\$514	\$250	\$1,613
Monthly Revenue	\$25,465	\$15,422	\$7,507	\$48,394
Yearly Revenue	\$305,579	\$185,064	\$90,082	\$580,725

Category	Year 1	As Percent	Year 2	As Percent	Year 3	As Percent
Coffee Shop Revenue	\$256,410	52%	\$367,302	54%	\$448,921	55%
Beer & Wine Revenue	\$124,339	25%	\$171,629	25%	\$180,547	22%
Coffee Bags & Wholesale	\$64,207	13%	\$98,947	14%	\$132,527	16%
Farmers Market	\$43,464	8.9%	\$47,996	7.0%	\$52,528	6.4%
less returns	(\$15,647)	-3.2%	(\$22,148)	-3.2%	(\$25,869)	-3.2%
TOTAL Revenues	\$488,420		\$685,874		\$814,523	
Costs Of Goods Sold	\$167,987	34%	\$234,189	34%	\$277,165	34%
Payroll Expenses	\$191,456	39%	\$223,034	33%	\$296,741	36%
General & Administrative	\$117,140	24%	\$122,446	18%	\$125,859	15%
TOTAL Expenses	\$476,583	98%	\$579,669	85%	\$699,764	86%
GROSS PROFITS	\$11,838	2%	\$106,205	15%	\$114,758	14%



Step # 14 Points of Emphasis

Create your business plan modular briefing narrative

Suggested DRAFT Storyboard Outline Flow for your Investor Pitch Deck

- useful *starting point* PowerPoint template to create a compelling “story” that can be made relevant for a variety of targeted audiences (i.e. Investor, Bank, Customer, Client, etc.)
 - modify pages depending on presentation objectives and type of audience
 - create a draft for review, iteration and edit
 - *create the template by making each bolded element its own page title*
 - *build 3 bulleted phrases per PowerPoint page to reflect key points to emphasize*



- | | |
|---|---|
| <input type="checkbox"/> Intro: What do you do ? + your "WHY" | <input type="checkbox"/> Route / Path to Market |
| <input type="checkbox"/> Investment Need Summary | <input type="checkbox"/> Financials: Startup & Operating Cost/Budget Estimates; Revenue Projection Summary |
| <input type="checkbox"/> Scene Set, Context, Statistics, Facts | <input type="checkbox"/> Traction/Early Adopter Sales/Proof of Concept |
| <input type="checkbox"/> The Problem | <input type="checkbox"/> Major Milestone Timeline / Phases |
| <input type="checkbox"/> The Solution and Value Proposition | <input type="checkbox"/> Strategic Marketing Plan Elements |
| <input type="checkbox"/> Competition | <input type="checkbox"/> Investment Request; Detailed Use of Funds |
| <input type="checkbox"/> Strategic Competitive Advantage | <input type="checkbox"/> Risk Mitigation |
| <input type="checkbox"/> The Team | <input type="checkbox"/> Call to action / Points of Contact |
| <input type="checkbox"/> Your Business model | |

[Source for more power: Storyboarder - The best and easiest way to storyboard. | Wonder Unit](#)



Step # 14 Points of Emphasis

Integrate your P&L as a summary into the narrative

Category	Year 1	As Percent	Year 2	As Percent	Year 3	As Percent
Coffee Shop Revenue	\$256,410	52%	\$367,302	54%	\$448,921	55%
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<i>Costs Of Goods Sold</i>	<i>\$167,987</i>	<i>34%</i>	<i>\$234,189</i>	<i>34%</i>	<i>\$277,165</i>	<i>34%</i>
<i>Payroll Expenses</i>	<i>\$191,456</i>	<i>39%</i>	<i>\$223,034</i>	<i>33%</i>	<i>\$296,741</i>	<i>36%</i>
<i>General & Administrative</i>	<i>\$117,140</i>	<i>24%</i>	<i>\$122,446</i>	<i>18%</i>	<i>\$125,859</i>	<i>15%</i>
TOTAL Expenses	\$476,583	98%	\$579,669	85%	\$699,764	86%
GROSS PROFITS	\$11,838	2%	\$106,205	15%	\$114,758	14%



Step # 15 Points of Emphasis



This "Typical" Entrepreneurial Journey Map Features:

"Typical" Roadmap

4 Broad "themes"

24 Work Blocks or "Action" Elements

Self-Assessment "Proficiency Rating"

Self Assessed Proficiency - From Subject Matter Expert to Needing Mentorship

5 = Excellent (We do this regularly, systematically, and with continuous improvement)
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1 = Nonexistent (We do not have these skills at all)

SME

Step # 15 Points of Emphasis

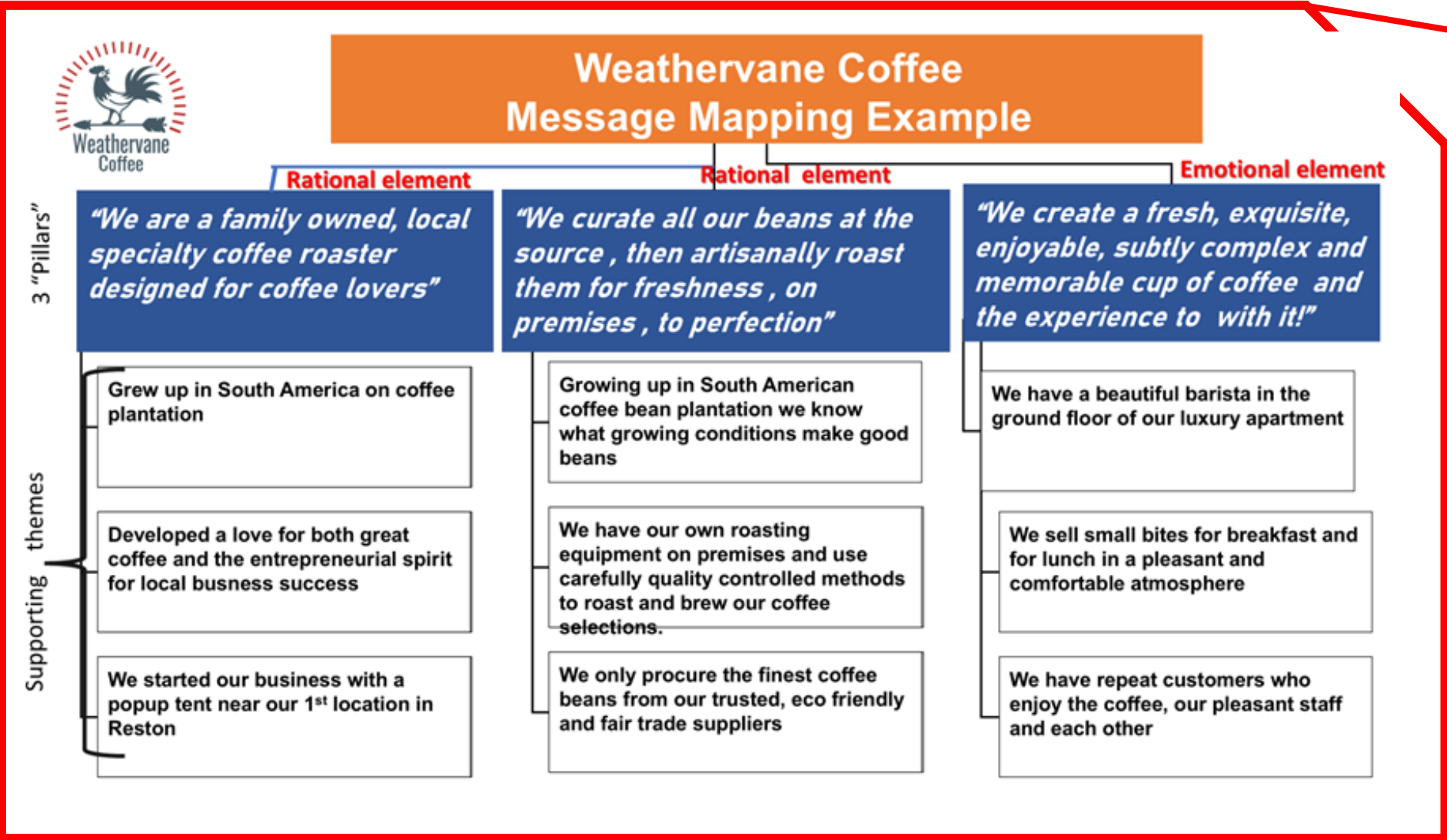
Sales vs. marketing

In its simplest form, the marketing team creates content about a company's products and services to generate brand awareness and fill the prospect pipeline.

From there, the sales team is responsible for converting customers in the pipeline to generate revenue.



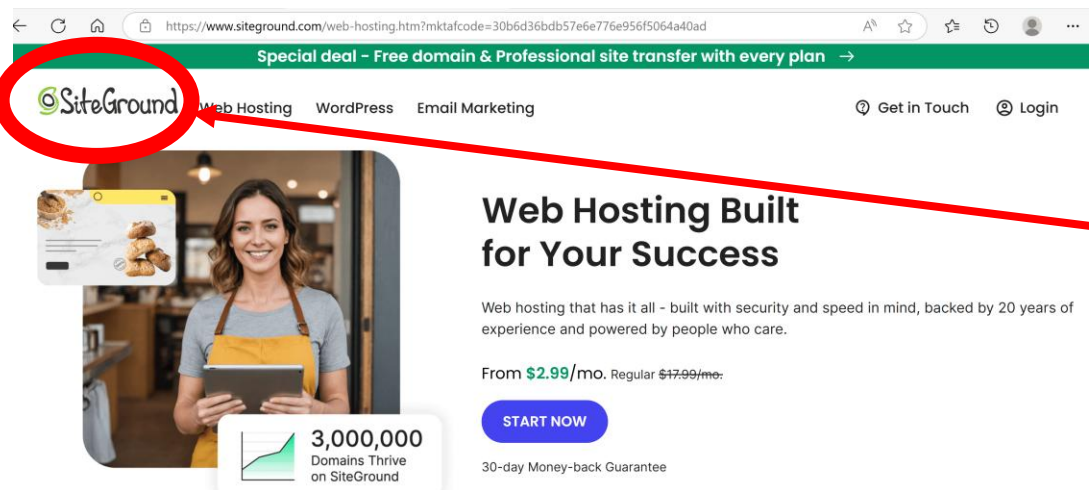
Step # 15 Points of Emphasis



Developed from the thinking coming from your Value Proposition Design and Discovery, build your Message Map.

This is your strategic framework around which you can plan, develop, schedule, execute and tactically launch your digital marketing content campaign.

Step # 15 Points of Emphasis



The screenshot shows the SiteGround website. The SiteGround logo is circled in red. A red arrow points from the logo to the text "Chose a Professionally Managed website hosting service." Another red arrow points from the "START NOW" button to the text "Build your website in WordPress using 'pre-engineered' templates that are recognized by organic search to optimize your SEO."


Chose a Professionally Managed website hosting service.


Build your website in WordPress using "pre-engineered" templates that are recognized by organic search to optimize your SEO.



[SEO Tools, Software and Articles](#) | [SEO Site Checkup](#)

Step # 15 Points of Emphasis





Free

Try Claude

- ✓ Chat on web, iOS, and Android
- ✓ Generate code and visualize data
- ✓ Write, edit, and create content
- ✓ Analyze text and images

\$0

Free for everyone

Pro

For everyday productivity

Everything in Free, plus:

- ✓ More usage*
- ✓ Access to unlimited Projects to organize chats and documents
- ✓ Ability to search the web
- ✓ Extended thinking for complex work
- ✓ Connect Google Workspace: email, calendar, and docs
- ✓ Ability to use more Claude models

\$17

Per month billed annually

Max

5–20x more usage than Pro

Everything in Pro, plus:

- ✓ Choose 5x or 20x more usage than Pro
- ✓ Higher output limits for all tasks
- ✓ Access Claude Code directly in your terminal
- ✓ Access to advanced Research
- ✓ Connect any context or tool through Integrations
- ✓ Early access to advanced Claude features
- ✓ Priority access at high traffic times

From \$100

Per month billed monthly

This "Typical" Entrepreneurial Journey Map Features:



"Typical" Roadmap

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24 Work Blocks or "Action" Elements

Self-Assessment "Proficiency Rating"

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- 1 = Nonexistent (We do not have these skills at all)

Consider using an "Ai" platform like CLAUDE (the paid version) to aid in finding relevant key words and helping to create your digital Marketing content Campaign.

Step # 15 Points of Emphasis



- 3 “Pillars are Strategic
- Supporting Element themes become your content
- Content Calendar aids in determining, directing, distributing
 - identifies channels
 - Facilitates campaign timing execution

Strategic Marketing Execution Plan Summary for 2H2022

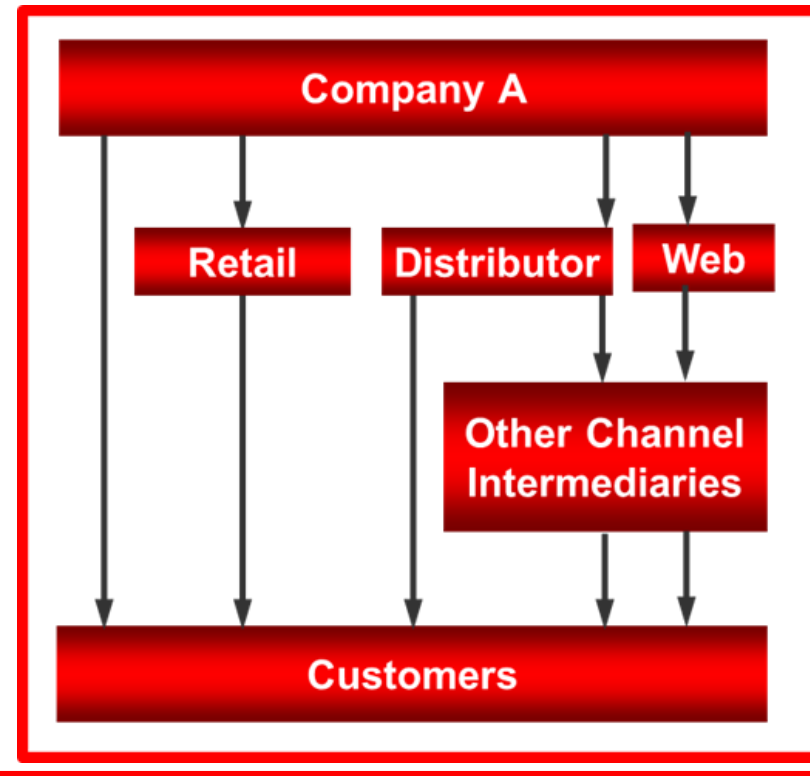
Tactics / Category	Jul	Aug	Sep	Oct	Nov	Dec
Press Releases: <ul style="list-style-type: none"> • soft launch • hard launch • major events • website • testimonials • new markets • byline articles • other 				Post to FB		
Major Events <ul style="list-style-type: none"> • Tradeshows • Conferences • Speaking Ops • Networking 						
Digital Footprint <ul style="list-style-type: none"> • Website <ul style="list-style-type: none"> - SEO - Analytics • Facebook <ul style="list-style-type: none"> - Ads • Instagram <ul style="list-style-type: none"> - Posts • Blogs • Other 		Video Blog on website				
Collateral Materials <ul style="list-style-type: none"> • Posters • Banners 						
Sales Development <ul style="list-style-type: none"> • Lead Generation • Email push • other 			1 st Email Drip		2 nd Email Drip	

Social Media Marketing and Management Dashboard - Hootsuite



Step # 16 Points of Emphasis

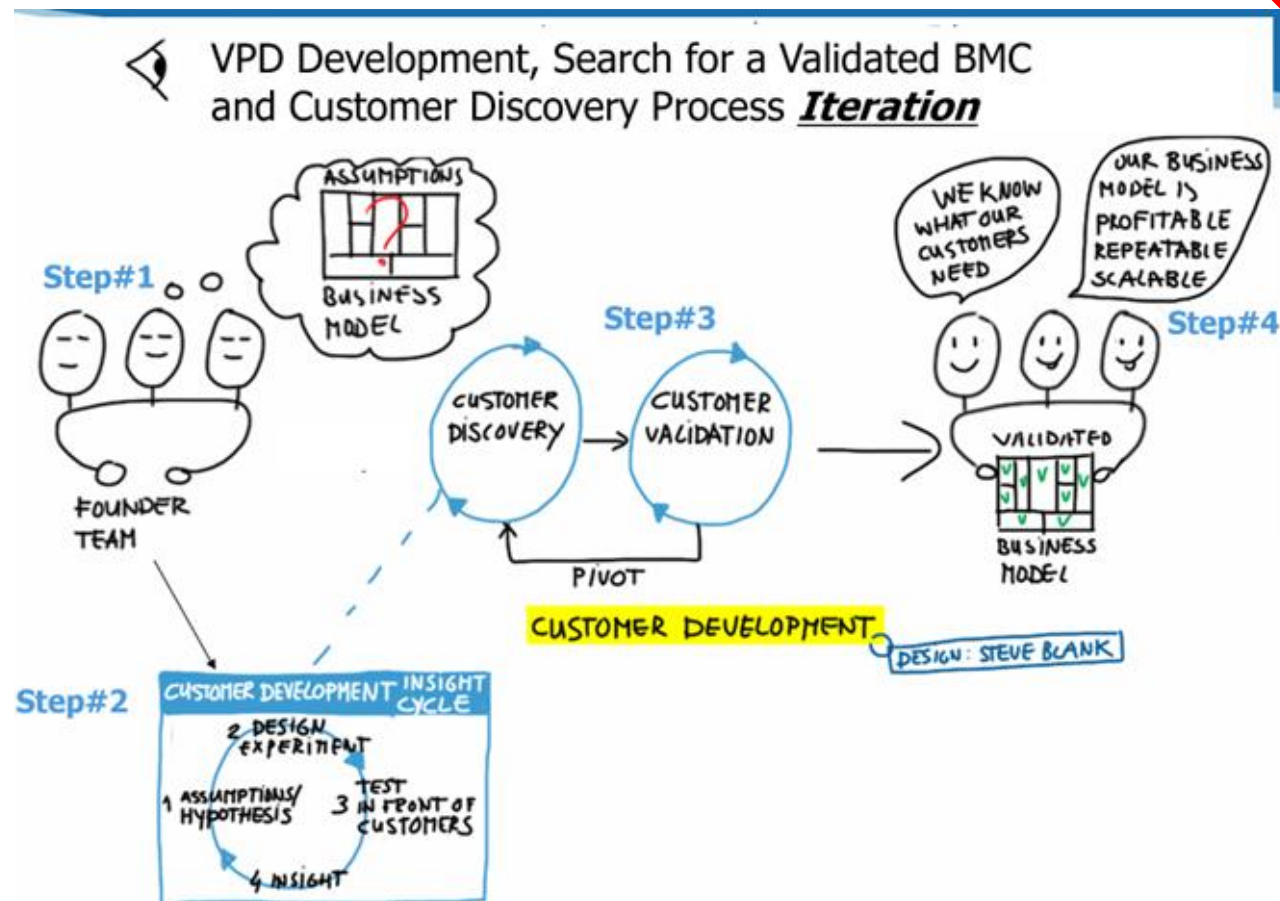
Referencing the
Targeted Intended
Customer / segment
from the VPD,
optimize/choose the
most relevant
Channel / pathway To
Market



Step # 17 Points of Emphasis

From everything you learned, refine, polish, iterate with a mentor your:

- Pitch
- Narrative,
- Financials



Step # 18 Points of Emphasis

Identify,
Quantify your
Capital need
considerations and
the 5 “Cs”

- ✓ **Character**
- ✓ **Capacity**
- ✓ **Capital**
- ✓ **Collateral**
- ✓ **Conditions**

- Funding sources & financing programs
- Misconceptions of small business financing
- Bank financing basics
- Preparing for financing
- Strategies for your bank presentation
- And much more!

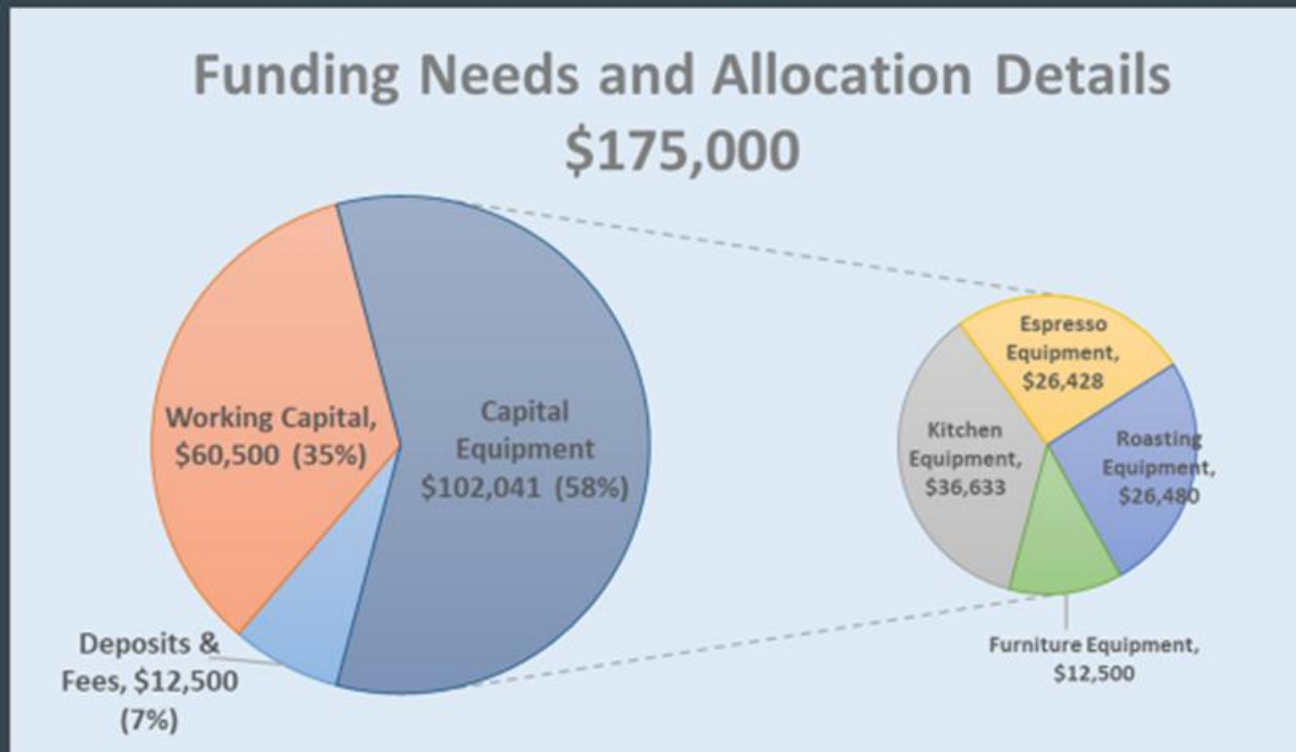
How and for what
would you spend
the capital?



Step # 18 Points of Emphasis



Our Funding Ask



How would you spend that capital.

Prepare these docs:

- ☐ 2 Years - Business & Personal Tax Returns
- ☐ Detailed Financial Statements
- ☐ 2 Yr Cash Flow Forecast (Excel version)
- ☐ Personal Financial Statement
- ☐ Business Brochure/Capability Statement
- ☐ Operating Agreement
- ☐ Other as requested

Step # 19 Points of Emphasis

Identity the relevant risk for your business and the mitigation strategies and tactics for each

Elements of risk to consider:

- Business risk
- Brand Reputational risk
- Financial risk
- Legal Risk
- Cyber Risk
- Other/Uncertainty/Ambiguities

