

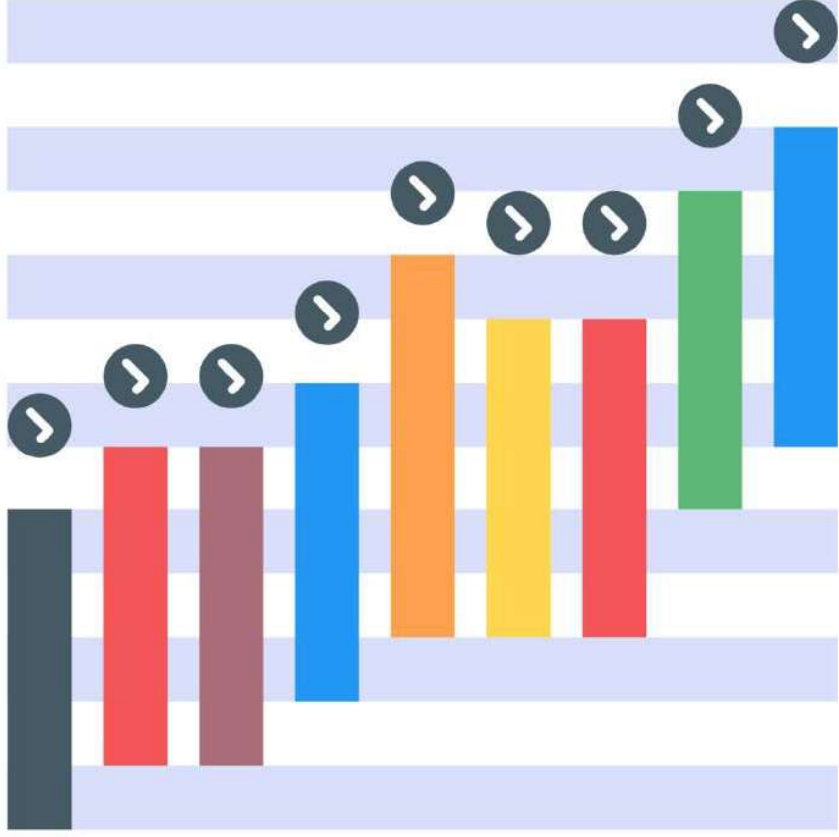
Referencing
this “map
context
summary”,
let's pause for
a few
questions



General Guidance /

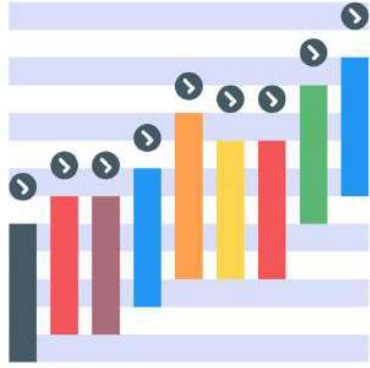
Observations on “Sequencing”

- Project Management competency will be key
- Actionable “Works Blocks” for entrepreneurs may occur BOTH in parallel and in series - - and they often overlap
- Some interdependent elements are optimum when sequenced relative to



Observations on “Sequencing” (some specifics)

- Step #1-4 is STEP #1-4! ; VPD worksheet 2nd step!!! Right after the finding a mentor!
- It is wise to give thought to naming the business **BEFORE** incorporating and BEFORE naming your product or service brands / product architecture; think “Master Brand”, then “Product Brands”
- Understand the Local, State, National demand for your product/service BEFORE you build any apps, products, service offers, production runs ; study the demographic demand
- Draft your message mapping **BEFORE** finalizing your web development
- Understand SEO drivers and web infrastructure guidance **BEFORE** beginning your web development





General Observations, Guidance on
“Timing and Speed Forward”

Every entrepreneurs’ speed of advance will likely be different; factors impacting speed include:

- allotment of time to devote (per day, wk, etc.)
- number of dedicated staff; division of labor
- competencies, skills in each phase, each step
- \$ resource constraints ; funding
- time / project management skills / tools
- engagement of mentors, coaches, guides

Questions
about
sequencing
and
Timing/Speed
Forward?



"Typical" Small Business Entrepreneurial Journey

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: B2B, B2C, B2G then map the stakeholder ecosystem, partner types, org. structure, customer types and cohorts, 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

9 Prepare for growth: hyper growth, scaling and 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
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22 Begin using the structure, approach, frequency of stewardship and key 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 progress.
 Proficiency: 1 2 3 4 5

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

9 Launch Customer Discovery Process; ask "Is Intellectual Property" relevant? List / assess discovery lessons learned
 Proficiency: 1 2 3 4 5

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

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.

10 QUALITIES OF A GREAT MENTOR

A great mentor...
Every successful person in the world whether they're an entrepreneur, an athlete or a musician all had great mentors who helped them unlock their potential. Here's how you can tell whether or not you have a great mentor or not.

- 1 CHALLENGES YOU**
A great mentor will push you to do things you would never do on your own. They will challenge you in your business.
- 2 IS EXPERIENCED**
Your mentor should have experience and wisdom they can draw upon.
- 3 IS WHERE YOU WANT TO BE**
Your mentor should be where you want to be. They should have achieved the same vision of success as you.
- 4 SUPPORTS YOU**
A great mentor will give you up when you get stuck and fail.
- 5 IS A GREAT LISTENER**
Your mentor should be willing to listen to more than just your own opinion.
- 6 IS INVESTED IN YOUR SUCCESS**
A great mentor is happy to spend time and energy to help you succeed.
- 7 GUIDES YOU TOWARD THE ANSWER**
Mentors should never answer for you. They should guide you toward the answer.
- 8 PROVIDES CONSTRUCTIVE FEEDBACK**
Your mentor will praise you when you do well, but they will also give you constructive feedback when you need it.
- 9 RESPECTS YOU**
A great mentor should respect your time and your abilities.
- 10 IS AVAILABLE**
A mentor should be available to provide the kind of support you need.

This "Typical" Entrepreneurial Journey Map Features:

4 Broad "Themes"

24 Work Blocks or "Action" Elements

Self-Assessed Proficiency - From Subject Matter Expert to Needing Mentorship

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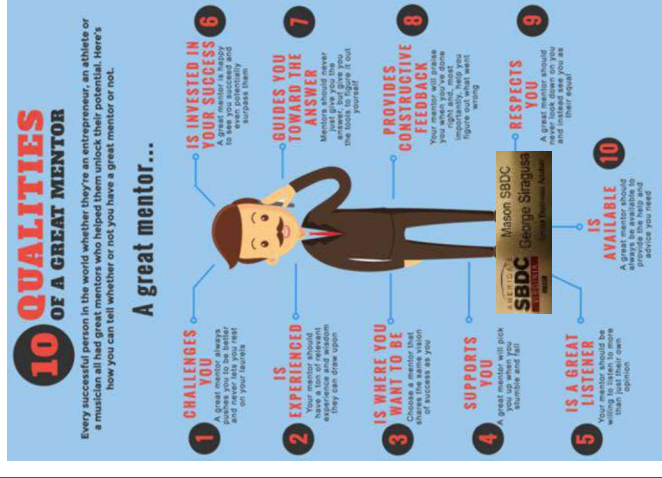
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Step # 1 Points of Emphasis

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 investments
- ✓ 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 !



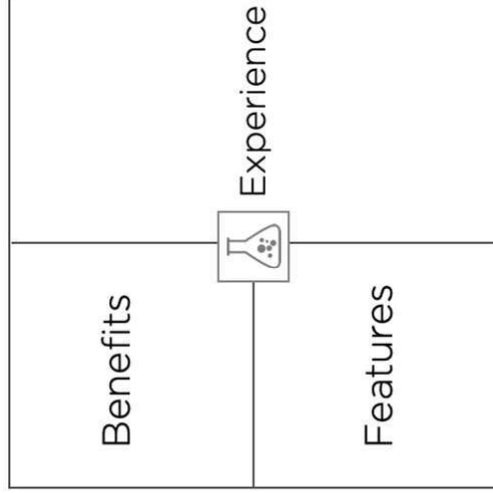
Step # 2 - Points of Emphasis

**Complete the
Value
Proposition
Design and
worksheet**

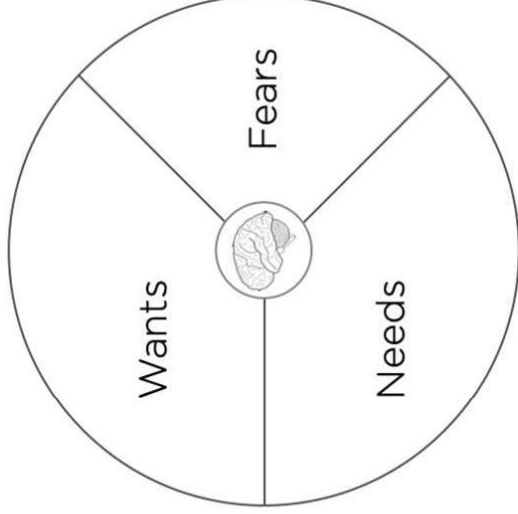


Value Proposition Canvas

Product



Customer



Company:
Product:
Ideal customer:

Substitutes

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



Based on the work of Steve Blank, Clayton Christensen, Seth Godin, Yves Pigneur and Alex Osterwalder. Released under creative commons license to encourage adoption and iteration. No rights asserted.

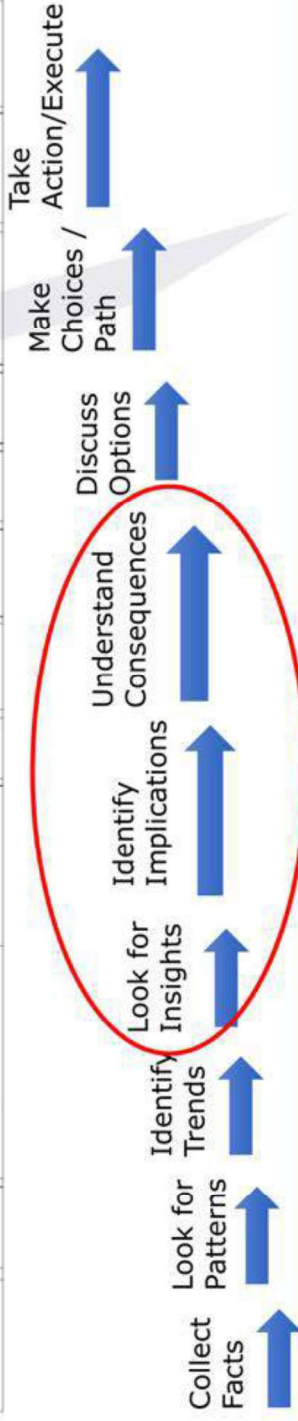
Step # 2 Points of Emphasis

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

14 Advanced Practices - How Small Business Owners Can Lead by Example

1-1 Leader: (The activities, processes, systems, and/or infrastructure improvements)

1-2 Leader: (The activities, processes, systems, and/or infrastructure improvements)

1-3 Leader: (The activities, processes, systems, and/or infrastructure improvements)

1-4 Leader: (The activities, processes, systems, and/or infrastructure improvements)

1-5 Leader: (The activities, processes, systems, and/or infrastructure improvements)

1-6 Leader: (The activities, processes, systems, and/or infrastructure improvements)

1-7 Leader: (The activities, processes, systems, and/or infrastructure improvements)

1-8 Leader: (The activities, processes, systems, and/or infrastructure improvements)

1-9 Leader: (The activities, processes, systems, and/or infrastructure improvements)

1-10 Leader: (The activities, processes, systems, and/or infrastructure improvements)

1-11 Leader: (The activities, processes, systems, and/or infrastructure improvements)

1-12 Leader: (The activities, processes, systems, and/or infrastructure improvements)

1-13 Leader: (The activities, processes, systems, and/or infrastructure improvements)

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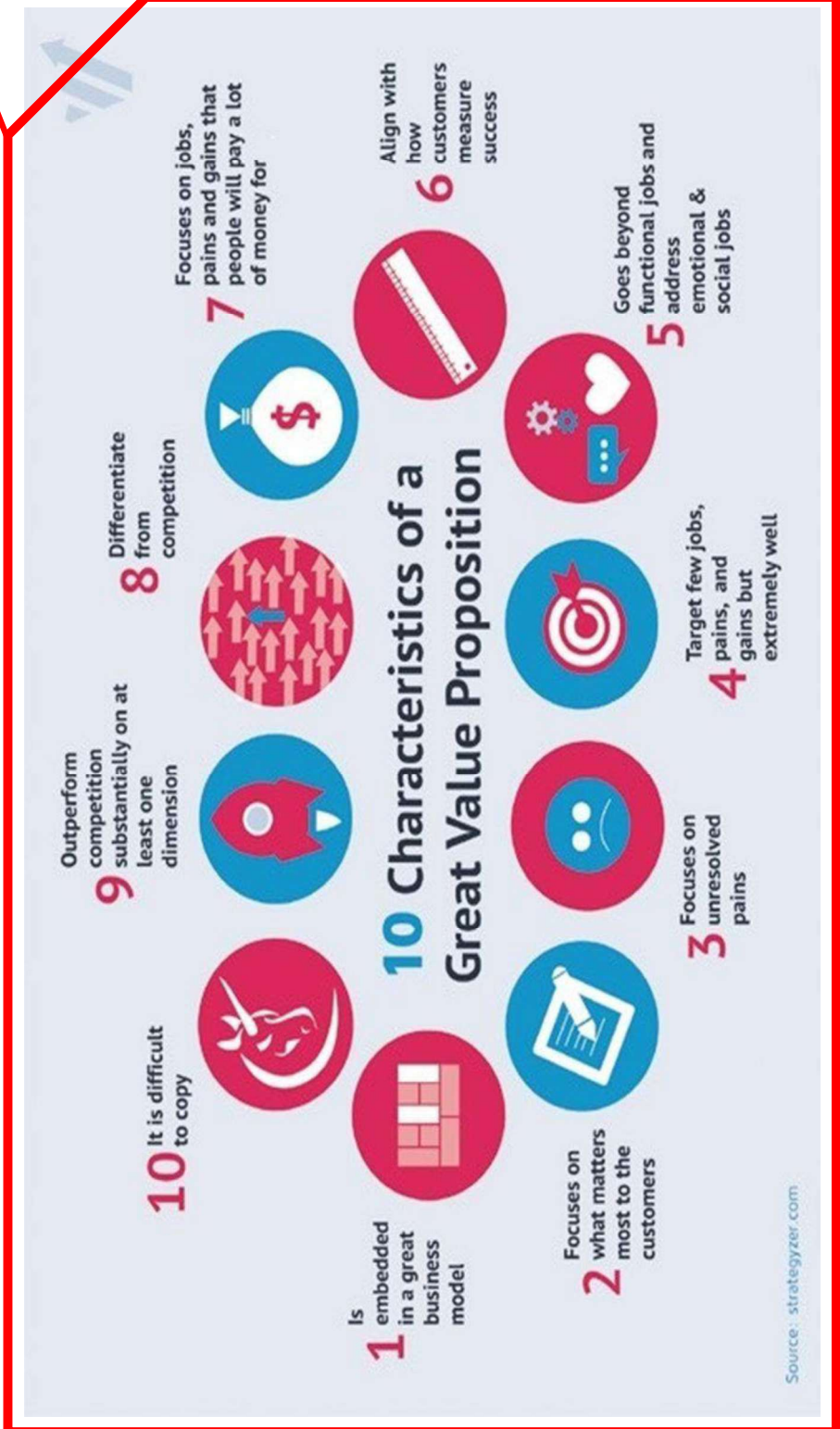
1-24 Leader: (The activities, processes, systems, and/or infrastructure improvements)

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 Readings	24 Work Blocks or "Action" Elements	Self-Assessment Proficiency Rating
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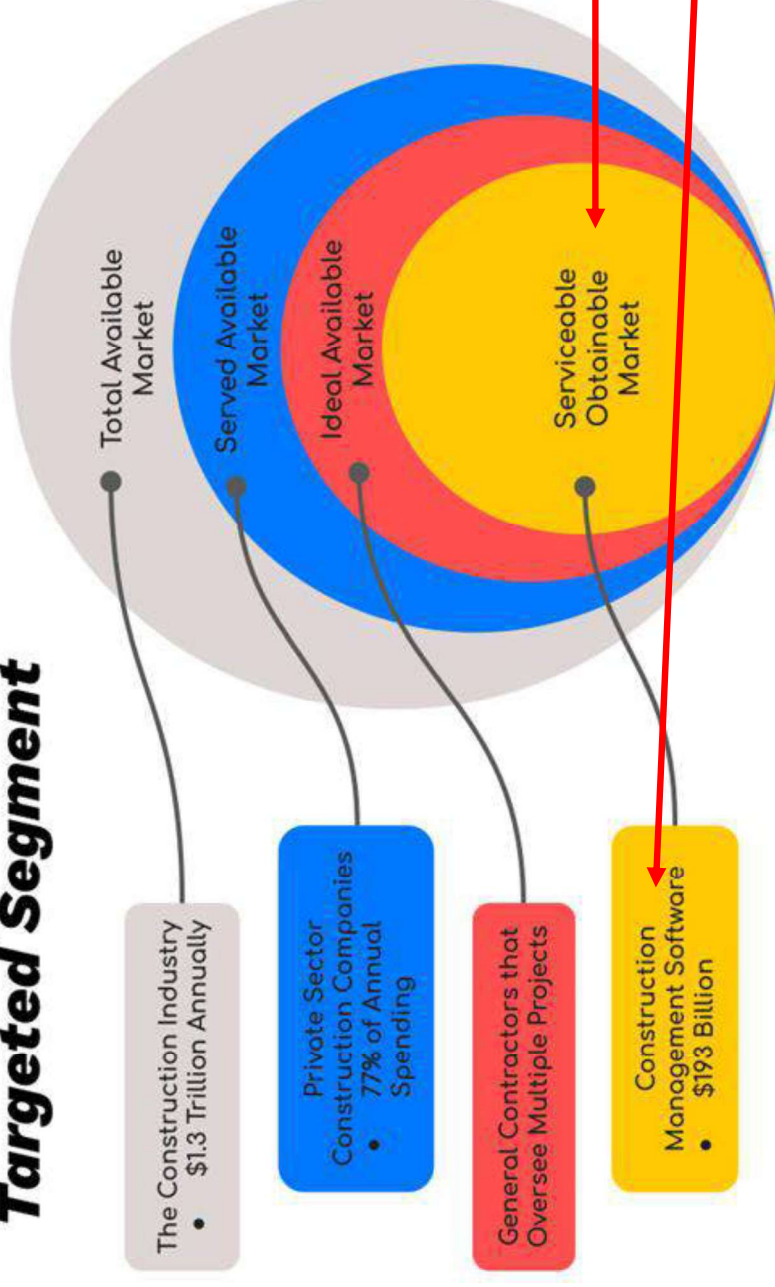
Self-Assessment Proficiency Rating: From 1 (Not Started) to 5 (Expert)

1-4: Beginner (The skills are mostly unlearned, unpracticed, and not yet integrated into the business plan.)
 5: Expert (The skills are fully learned, practiced, and integrated into the business plan.)



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



SOL WINDOWS Targeted Consumers

PAUL RAMIREZ
SENIOR PROJECT MANAGER STARTER PACK

CLARK COMMUNICATIONS

POWERS BY DESIGN AND PFS

INNOVATIVE SUSTAINABLE BUILDING MATERIALS

INNOVATIVE SUSTAINABLE BUILDING MATERIALS

SMART BUILD CONTROL SYSTEM TRACKING APP

DELIVERY TRACKING APP

Out for delivery

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

- Former school bus driver for 15 years.
- Transports 2.7k students with 40 drivers.
- Manages \$5.7M/yr (~10% of the district's budget).
- communicates with 5k+ parents daily.

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 analysis**



Step # 6 Points of Emphasis

This "Typical" Entrepreneurial Journey Map Features:

- Typical Roadmap
- 4 Broad "Themes"
- 24 Work Blocks or "Action Elements"
- Self-Assessment "Proficiency Rating"

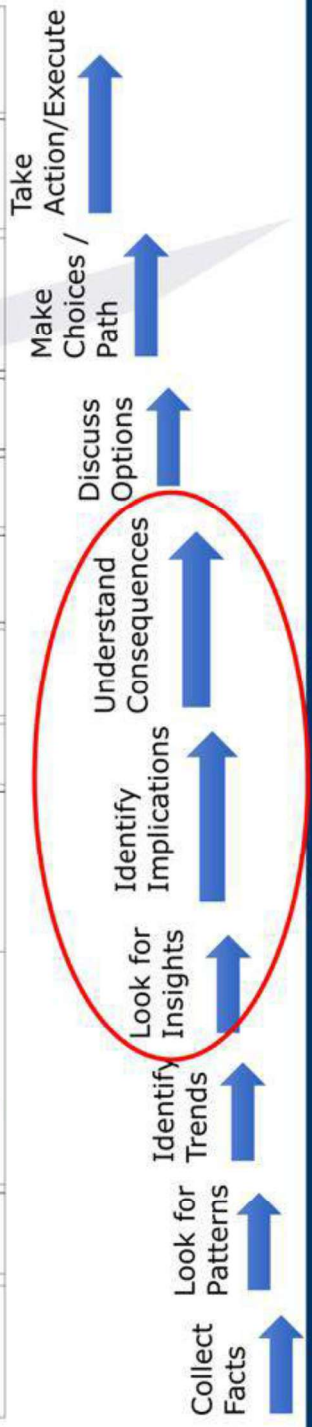


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Step # 6 Points of Emphasis

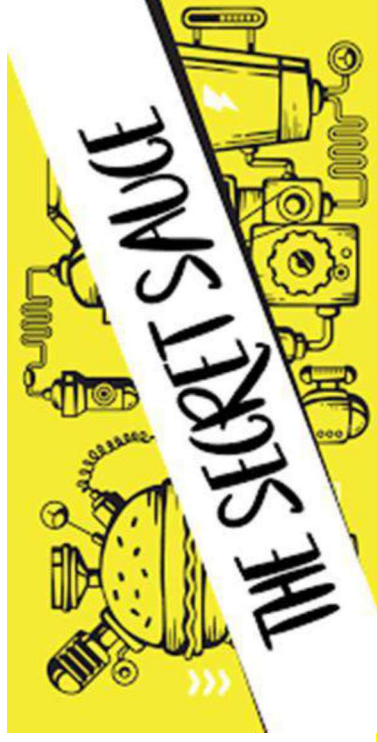
From your comparative competitive analysis, how is your value proposition :

- *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 Stages of the Buyer Experience Cycle

	Purchase	Delivery	Use	Supplements	Maintenance	Disposal
Customer Productivity						
Simplicity						
Convenience						
Risk						
Fun and Image						
Environmental Friendliness						

Useful Matrix Framework
 to help identify specific
 attributes of
 Product or Service
Differentiation



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?

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

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:

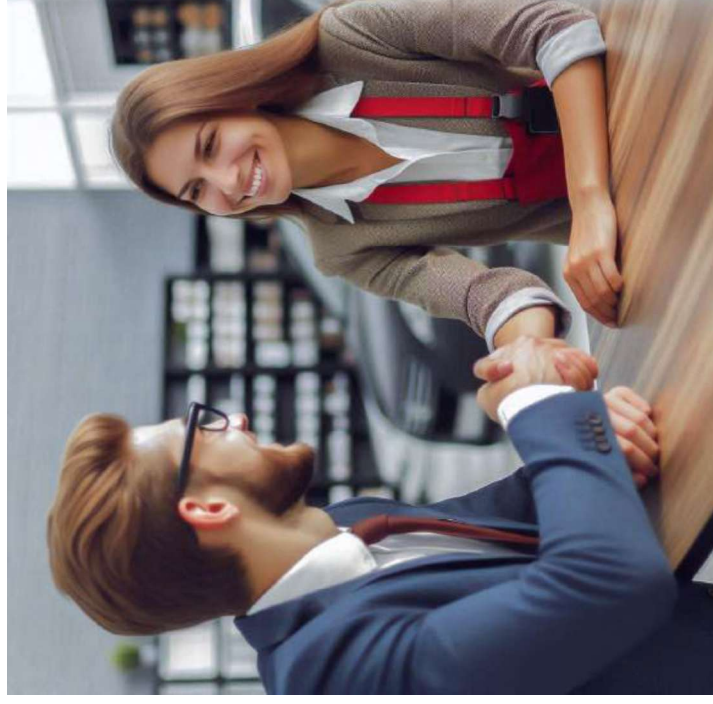
- Name
- Title
- Email
- Phone #

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

1. Develop the Vision / Find a Mentor
 Prepare for growth, hyper growth, scaling and exit options or negotiating the sale of the business: business plan, planning, plans for sale, or exit.
 Proficiency: 1 2 3 4 5
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Vision, Startup, Legal Entity Choices, Value Proposition Design, Customer Segmentation, Eco System Stakeholder Mapping, Competitive Analysis

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Anatomy of 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 Marketing 101
 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

Strategic Imperatives, Metrics, Cybersecurity

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

Customer Discovery, Validating the Hypothesis, Early Adopter

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



Leg #2 of the journey

“Typical” Small Business Entrepreneurial Journey

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

The flowchart is organized into several interconnected boxes representing different stages of the entrepreneurial journey:

- Developing the Business Plan / Pitch Deck:** Focuses on creating a compelling narrative and financial model.
- Strategic Imperatives, Metrics, Cybersecurity:** Addresses core business goals, performance indicators, and digital safety.
- Customer Discovery, Validating the Hypothesis, Early Adopter:** (Highlighted in red) Involves identifying target markets, testing value propositions, and finding initial customers.
- Developing the Business Plan: "Pitch" Narrative, Financial Projections (Rev./ Cost), Risk, Funding the Business:** Details the business's financial health and funding requirements.
- Operational, Scaling:** Focuses on building efficient processes and preparing for growth.

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Strategic Imperatives, Metrics, Cybersecurity

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- 20 Build/Refine Revenue Projections, COGs, Operating Expense Budget into 2 year cash flow spreadsheet; determine sales milestones
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

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?

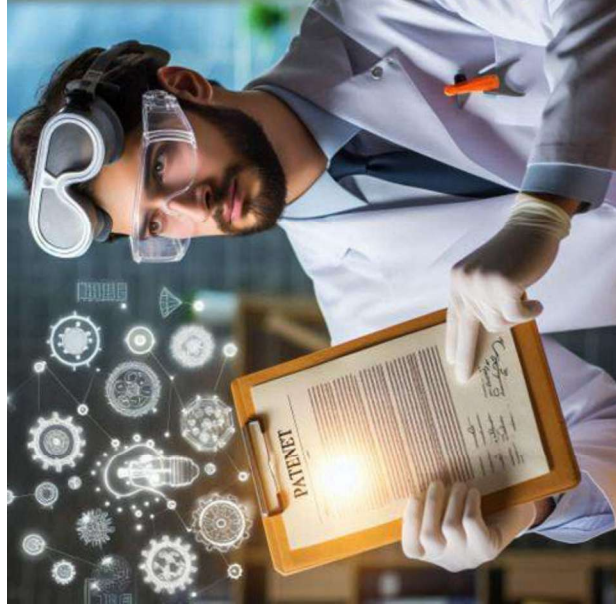
- Inside Sales?
- Field Sales?
- Technical Sales?
- Outsource Sales to a fractional sale rep?
- Online sales only?
- Sell via intermediary?
- Enterprise Sales?
- Other

Step # 9 Points of Emphasis

**Is my innovation
patentable?**

Should it be?

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



This "Typical" Entrepreneurial Journey Map Features:

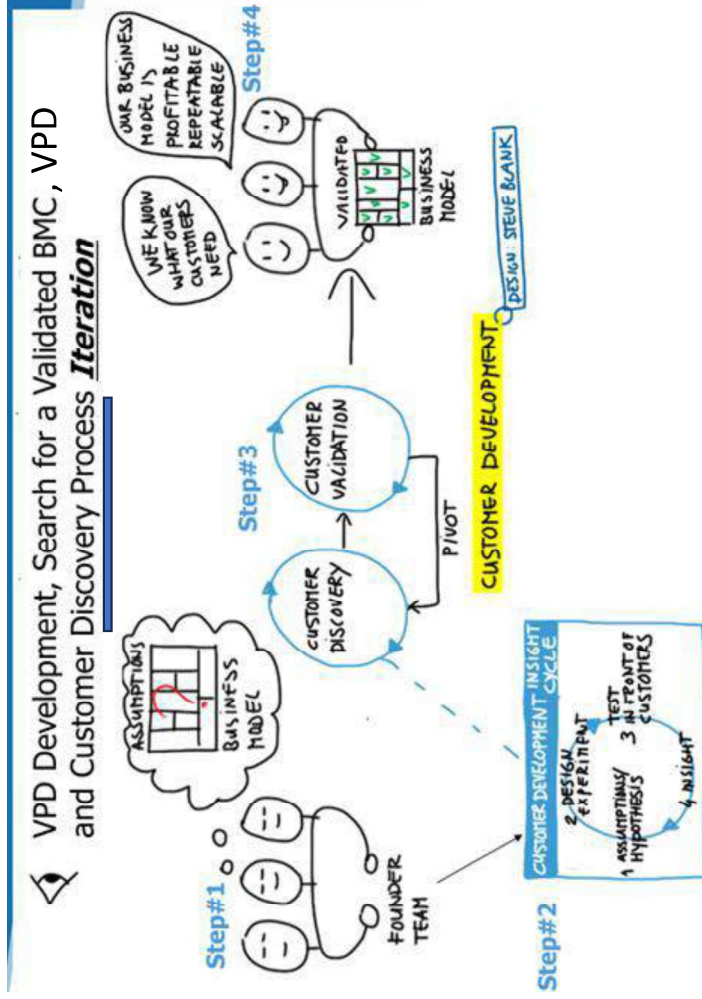
"Typical" Roadmap	4 Broad "Themes"
24	Work Blocks or "Action" Elements
Self-Assessment	"Proficiency Rating"

Self-Assessment Proficiency Rating: 1-5 (1=Not at all, 2=Somewhat, 3=Neutral, 4=Somewhat, 5=Very much)

Work Blocks: 1. Identify a problem or opportunity, 2. Research the problem/opportunity, 3. Develop a solution, 4. Test the solution, 5. Refine the solution, 6. Scale the solution, 7. Build a business plan, 8. Secure funding, 9. Launch the business, 10. Monitor performance, 11. Adjust strategy, 12. Expand operations, 13. Develop new products, 14. Build a strong brand, 15. Establish a competitive advantage, 16. Create a loyal customer base, 17. Develop strategic partnerships, 18. Leverage technology, 19. Optimize operations, 20. Increase efficiency, 21. Expand into new markets, 22. Diversify revenue streams, 23. Build a strong financial foundation, 24. Exit the business.

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:

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

Key Assessed Proficiency: From Selected Value Chain to Market to Scale

1-4 Exhibit: (The activities are sequential, but they can be done in any order.)

1-5 Exhibit: (The activities are sequential, but they can be done in any order.)

Rob Fitzpatrick

THE MOM MOM TEST

How to talk to customers and learn if your business is a good idea when everyone is lying to you.

—John Williams, Author of The New York Times bestseller *Startups*

"Does for me, there's no better way to know what customers want and what they will pay for than to ask them. It's the only way to succeed, but here's the catch: when everyone is lying to you."



Step # 11 Points of Emphasis



SBA WOSB Certification Summary Sheet

10306 Eaton Pl, Suite 180, Fairfax, Virginia 22030 | www.masonsbdc.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 Certifv Knowledge Base](#)
- [WOSB Quick Start Guide](#)
- [WOSB Website](#)



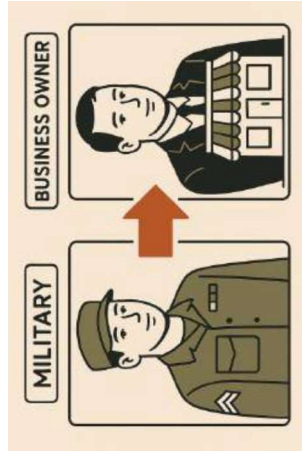
SBA Veteran Certification Summary Sheet

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

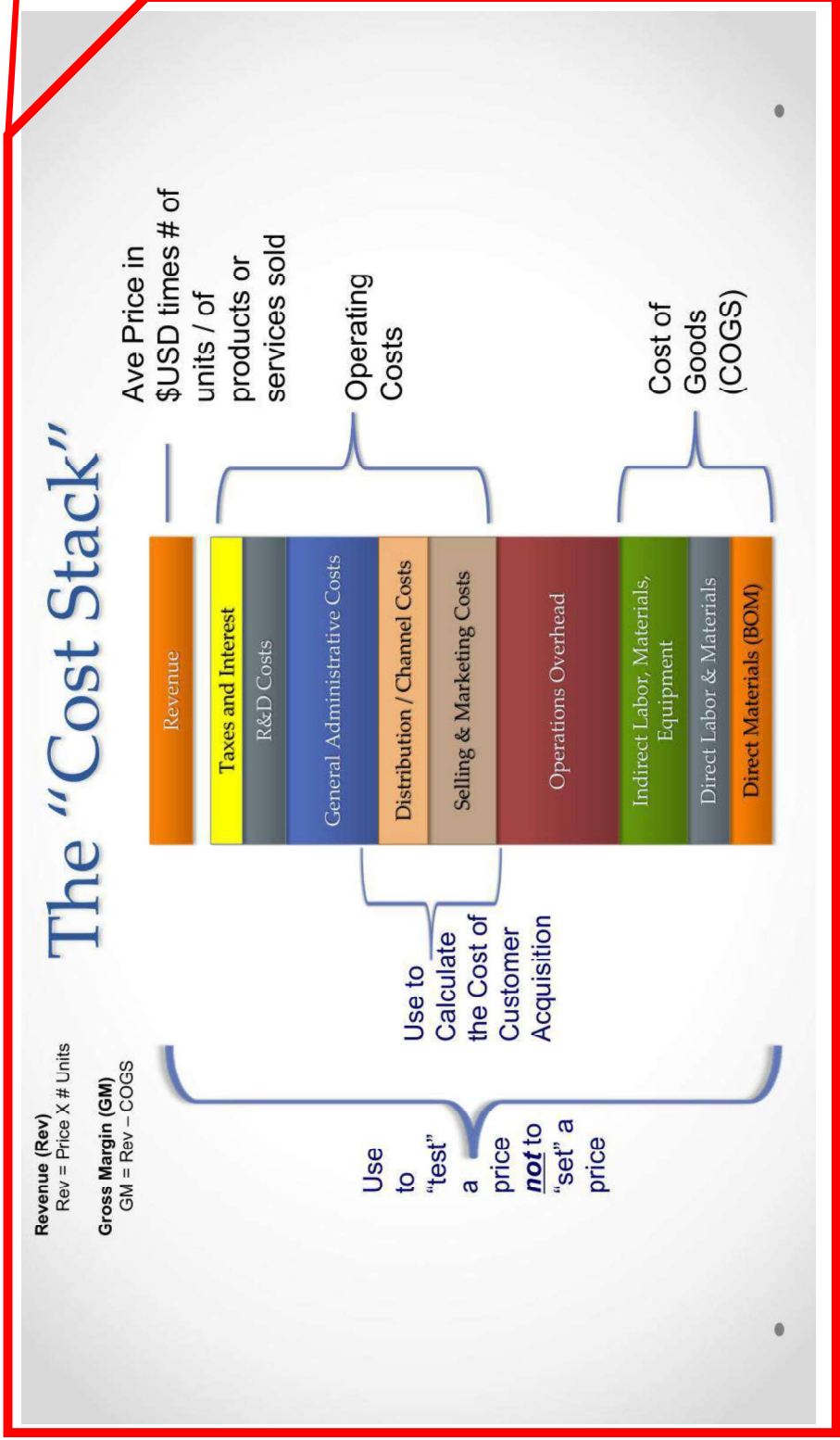
- [VetCert Support](#)
- [VetCert Benefits](#)
- [VetCert Fact Sheet](#)
- [VetCert FAQs](#)
- [Veteran Contracting Assistance Programs](#)
- [Office of Veterans Business Development](#)
- [Surplus Personal Property for Veteran-Owned Small Businesses](#)
- [Service-Disabled Veteran-Owned Small Business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

This "Typical" Entrepreneurial Journey Map Features:

- "Typical" Roadmap
- 4 Broad "Themes"
- 24 Work Blocks or "Action" Elements
- Self-Assessment Proficiency Rating



Step # 12 Points of Emphasis



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” \$\$ 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

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.C.C. B.G. then map the stakeholder ecosystem, partner types, channels, customer types and content, 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

24 Prepare for growth; hyper growth, scaling and 10x exit or negotiating the sale of the business; financial planning; plans for sale, or exit

Proficiency: 1 2 3 4 5

25 Ensure business is HR compliant; ensure business has the appropriate set of Cybersecurity measures for compliance; set up self audit schedule

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26 Begin using the structure, approach, frequency of stewardship and key frequency using the metrics that matter; make business course corrections based on data insights

Proficiency: 1 2 3 4 5

27 Develop Business Imperatives for a two year outlook; develop a suite of the lowest correct, simple metrics, conduct stewardship and reporting on regular progress.

Proficiency: 1 2 3 4 5

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

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Proficiency: 1 2 3 4 5

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

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

Marketing 101

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

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 2 of the "map", lets pause for Questions and Discussion!



"Typical" Small Business Entrepreneurial Journey

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
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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 a domain name then consider creating a legal entity

Proficiency	1	2	3	4	5
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6. Think through your Go to Market approach, B.B.C.C. B.G. then map the stakeholder ecosystem, partner types and content, 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
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8. Establish the sales structure you will use; identify required retail space, warehouse, manufacturing, office space, if relevant

Proficiency	1	2	3	4	5
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Vision, Startup, Legal Entity Choices, Value Proposition Design, Customer Segmentation, Eco System Stakeholder Mapping, Competitive Analysis

24. Prepare for growth, hyper growth, scaling and exit

Proficiency	1	2	3	4	5
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25. 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
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27. Develop Business Imperatives for a two year outlook; develop a suite of the lowest correct, simple metrics, conduct stewardship and reporting on regular intervals to track progress.

Proficiency	1	2	3	4	5
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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

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 interview/discussions, assess the need to "pivot" or stay the course toward your vision

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

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Proficiency	1	2	3	4	5
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Proficiency	1	2	3	4	5
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Proficiency	1	2	3	4	5
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Proficiency	1	2	3	4	5
-------------	---	---	---	---	---

Step # 13 Points of Emphasis

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

Develop your 2-3 year cash flow spreadsheet

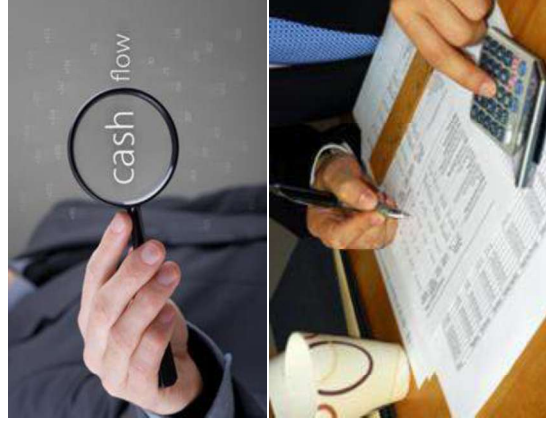
Baseline Revenue Model

Category, AVERAGES	Coffee Shop		Beer & Wine		Roasted Coffee		Totals
	Transactions per Hour	16	8	8	---	18	
Customers per Day	200	32	25%	---	---	---	18
Food Conversion	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		Year 2		Year 3		As Percent	
	As	Percent	As	Percent	As	Percent	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 less returns	\$43,464	8.9%	\$47,996	7.0%	\$52,528	6.4%		
	(\$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%		

This "Typical" Entrepreneurial Journey Map Features:

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



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*

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



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%
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 # 15 Points of Emphasis

Marketing Plan Objectives



BUILDING YOUR BRAND.



CREATING COMMUNITY.



GENERATING SALES.



BUILDING YOUR REPUTATION.



GENERATING LEADS.

Your Strategic Marketing Plan should address its purpose

This "Typical" Entrepreneurial Journey Map Features:

- Typical Roadmap
- 4 Broad "Themes"
- 24 Work Blocks or "Action" Elements
- Self-Assessment Proficiency
- Self-Assessment Proficiency Rating

Self-Assessment Proficiency: From Subject Matter Expert to Novice

- 1 - Leader (The skills, knowledge, experience, and/or success in a particular area)
- 2 - Novice (The skills, knowledge, experience, and/or success in a particular area)
- 3 - Novice (The skills, knowledge, experience, and/or success in a particular area)
- 4 - Novice (The skills, knowledge, experience, and/or success in a particular area)