1. **Ideation & MVP**
Have an idea? Start here, and begin to find a hair-on-fire problem or opportunity that you can solve with a working prototype.

2. **Financial Modeling**
When your working prototype has been validated by clients it’s time to find out whether your idea is financially feasible.

3. **Planning & Resources**
Oh snap! When your idea is dope, your prototype is sick and your financials are done it’s time to build your amazing venture.

4. **Launch & Celebrate**
This is when you launch your venture and commit to continuous improvement of your product or service.

5. **Build Wealth & Scale Impact**
This is where it gets really fun! It’s now time to develop the people and create the processes and systems you need to scale.
Why are you doing this?
With a big enough “why” you can change the world. Why did you choose this idea?

What is your idea?
State how your venture addresses a specific opportunity or problem in three sentences or less.

Google your idea.
Search specific keywords surrounding your idea, industry, market, and competitors.

Identify your C.U.P.S.
Discover who your Customers, Users, and key strategic Partners may be.

Get out of the building.
Get out of the building and speak with potential clients, users, and key strategic partners.

Reframe & revise assumptions.
Reframe your problem and opportunity statement with what you learned “outside of the building.

Identify your solution sets.
Describe an assumed solution that solves your new problem and opportunity statement.

Create an MVP.
Quickly create a Minimum Viable Product to test as your solution.

Get out of the building.
Identify all of your critical solution assumptions and test them.
PHASE 2
FINANCIAL MODELING

Do a little dance, give yourself a hand and go out buy yourself something fancy. You are at Phase 2 because you have officially validated a working prototype with clients. Now it is time to figure out whether your idea is financial feasible.

1. DETERMINE YOUR FINANCIAL GOALS.
Write down your financial goals and who you are creating your financial statements for.

2. PLAN FOR MARKETING & OPERATIONS.
Create a skeletal marketing and operations plan and price tag.

3. GUESS YOUR COSTS & SALES.
Calculate your sales projections and expense assumptions.

4. ESTIMATE YOUR CASH FLOW.
Create a cash flow statement using your sales projections and expense assumptions.

5. BALANCE THE BOOKS.
Create a balance sheet.

6. CALCULATE PROFIT & LOSS FIGURES.
Calculate and create pro-forma profit and loss statement.

Next...
PHASE 3
PLANNING & RESOURCES
PHASE 3
PLANNING & RESOURCES

Oh snap! You are that hot-body-karate and good golly molly your venture is up and rolling. You are at Phase 3 because your idea is doper than dope, your prototype is sicker than sick and your financials are done. Now it is time to build your venture.

PREPARE FOR BATTLE!
Finalize your marketing and operational plan & write an executive summary.

PROTECT YOURSELF.
Team up with a business attorney and an accountant.

RALLY THE TROOPS.
Recruit team members with the required expertise to succeed within your market.

FORM ALLIANCES.
Confirm your strategic key partnership assumptions and develop the necessary partnerships.

AQUIRE RESOURCES & FUNDING.
You can either BOOTSTRAP your business or seek OUTSIDE FUNDING. The choice is yours, but each option has its own unique path.

SEARCH FOR TREASURE.
Identify the best capital resources for your venture and begin to create your pitch deck. Remember to finalize your executive summary.

RAISE CAPITAL.
Keep on pitching and revising your plan until you get fully funded. When you have enough money, move to the next step.

LAUNCH!

Next...
PHASE 4
LAUNCH & CELEBRATE