

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.



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.



4

LAUNCH & CELEBRATE

This is when you launch your venture and commit to continuous improvement of your product or service.





PHASE 1

IDEATION & MVP

There are no requirements, degree or expertise needed to start turning your idea into a reality today. Just start! The world is waiting for amazing, gorgeous and world-changing rock stars just like you.

Next...

PHASE 2
FINANCIAL
MODELING

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1

WHY ARE YOU DOING THIS?

With a big enough “why” you can change the world. Why did you choose this idea?



2

WHAT IS YOUR IDEA?

State how your venture addresses a specific opportunity or problem in three sentences or less.



3

GOOGLE YOUR IDEA.

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



4

IDENTIFY YOUR C.U.P.S.

Discover who your Customers, Users and key strategic Partners may be.



5

GET OUT OF THE BUILDING.

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



6

REFRAME & REVISE ASSUMPTIONS.

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



7

IDENTIFY YOUR SOLUTION SETS.

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



8

CREATE AN MVP.

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



9

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.

Next...

**PHASE 3
PLANNING &
RESOURCES**

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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.





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.

Next...
PHASE 4
LAUNCH &
CELEBRATE

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1

PREPARE FOR BATTLE!

Finalize your marketing and operational plan & write an executive summary.



2

PROTECT YOURSELF.

Team up with a business attorney and an accountant.



3

RALLY THE TROOPS.

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



4

FORM ALLIANCES.

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



5

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.



6

SEARCH FOR TREASURE.

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



7

RAISE CAPITAL.

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



8

LAUNCH!

