



Imagination Phase



Design Phase



Assembly Phase



Marketing Phase



Customer Experience Phase



Management & Growth Phase



Disposition Phase



Imagination Phase

Opportunities are not “out there” for entrepreneurs to seize. The role of the entrepreneur is to imagine a set of future conditions in which customers are more satisfied than today, and which the entrepreneur can organize for a profitable outcome. Imagination is the entrepreneur’s first resource.

Imagination Phase Frontiers

- ✓ Self-Assessment
- ✓ Dissatisfaction
- ✓ Imaginary Construct
- ✓ Validation Research
- ✓ Peer Evaluation
- ✓ Refinement



Design Phase

Designing your business and business model is a process that starts with the customer need and your general approach (N & A from N-A-B-C) and identifies and integrates all the components you will require to deliver value to the customer.

Design Phase Frontiers

- ✓ Island Of Specialization
- ✓ Value Proposition Design
- ✓ Business Model Design
- ✓ Customer Analysis
- ✓ Data / Research / Feedback
- ✓ Process Design (Production/Service)
- ✓ Continuous Refinement
- ✓ Price Discovery
- ✓ Choosing Costs / P&L design
- ✓ Revenue and Cash Flow Model
- ✓ Staffing and Labor / HR
- ✓ Legal / Structure
- ✓ Organization Design
- ✓ Supply Chain / Partners
- ✓ Capital Planning
- ✓ Sales & Distribution
- ✓ Marketing - Brand
- ✓ Marketing - Communications
- ✓ Marketing Plan
- ✓ Resource Allocation Plan
- ✓ Physical Location / Office / Factory
- ✓ Timeline Planning



Assembly Phase

From the design phase, identify the assets, resources, capabilities, & competencies to be assembled / interconnected in order to be ready go to market and facilitate real value for customers.

Assembly Phase Frontiers

- ✓ Detailed Process Mapping
- ✓ Schedule Of Inputs
- ✓ Orchestration
- ✓ Contracts & Agreements
- ✓ Supply Chain
- ✓ Service Blueprint
- ✓ Capital Assembly
- ✓ Staff & Labor Assembly
- ✓ Vendor Management
- ✓ Channel Management
- ✓ Cost Accounting
- ✓ Payment Systems / Banking
- ✓ Control Systems
- ✓ Market Monitoring
- ✓ Customer Data Platform
- ✓ New Information and Integration
- ✓ Ongoing Refinement
- ✓ Legal / Corporate Affairs
- ✓ Problem-Solution / Judgment



Marketing Phase

Marketing is the orientation of the entire business towards the customer. Marketing seeks to identify with the customer's POV, in order to steer innovative new solutions for customers, present them, communicate them, and continue to engage and listen for acceptance and ideas for improvement.

Marketing Phase Frontiers

- ✓ Strategy
- ✓ Business Model
- ✓ Value Facilitation
- ✓ Marketing Implementation
- ✓ Brand Foundation
- ✓ Cost Management
- ✓ Relationship
- ✓ Channel Management
- ✓ Sales Support
- ✓ Packaging
- ✓ Experience Implementation
- ✓ Communication
- ✓ Employee Handbook
- ✓ Feedback and Refinement



Customer Experience Phase

Value lies in the customer's experience. When their experience meets or even exceeds their expectations, they become buyers, then repeat buyers and loyal buyers. Revenues flow directly from the customer's experience. Businesses must empathize with customers' anticipated experience, actual experience, and their post-evaluation.

Customer Experience Phase Frontiers

- ✓ Customer Experience Operations
- ✓ Monitoring and Observation
- ✓ Interaction
- ✓ Payments
- ✓ Refunds
- ✓ Complaints
- ✓ Satisfaction Evaluation
- ✓ Preference Changes
- ✓ Market Shifts
- ✓ Reputation and Trust
- ✓ Partners
- ✓ Contracts
- ✓ Collaboration
- ✓ Competitive Standards
- ✓ Value Analytics
- ✓ Accounting
- ✓ Regulations and Compliance
- ✓ Pivots



Management & Growth Phase

Once your business model is proven at early scale, active and customer-empathic management, continuous perceived value monitoring and continuous improvement and innovation will facilitate business growth.

Management & Growth Phase Frontiers

- ✓ Product and Service Portfolio
- ✓ Growth Strategy
- ✓ M&A
- ✓ Mode 1 Innovation
- ✓ Mode 2 Innovation
- ✓ Mode 3 Innovation
- ✓ Financing
- ✓ Disposition
- ✓ Employee Management
- ✓ Organizational Change
- ✓ Asset Reallocation
- ✓ Restructuring
- ✓ Regulations and Compliance



Disposition Phase

There comes a time when founders or owners, or corporate managers of a portfolio of businesses / services, seek to sell or facilitate a liquidity event. There are advance planning tools for this imagined future event.

Disposition Phase Frontiers

- ✓ Liquidation
- ✓ M&A
- ✓ Valuation
- ✓ Regulation and Compliance
- ✓ Contracts and Agreements
- ✓ Exit Planning
- ✓ Debt Restructuring