

Explore

- Proof of Concept
- Market Research
- Value Proposition
- Self-assessment
- Company Name / Logo

Start

- Engage Accountant / Assistance with Financials
- Engage Attorney
- Establish Mentoring Relationship
- Assemble Advisory Board / Team
- Business Plan
- Explore Seed Funding Options
- Start to Develop Investor Presentation
- Determine Ownership
- Determine Entity Type and Incorporate
- EIN / DUNS Numbers
- Patent / Trademark Filing
- Cost / Distribution Model
- Exit Strategy
- Inventions
- Financial Projections
- Federal / State Tax Returns
- Identify Intellectual Property / Develop IP Portfolio

Demonstrate

- Product and Technology Development
- Website Development
- Customer Development
- Hire Key Personnel
- Assemble a Board of Directors
- Explore Follow-on Funding
- Venture Capitalist Introductions
- Refine Marketing Plan
- Establish Consulting Agreements
- Implement Business Systems
- Complete Investor Presentations
- Validate Business Plan

Demonstrate *(cont'd.)*

- Finalize Prototype and Samples
- Determine Valuation (IRS 409A)
- Devise Five Year Operations and Capital Expenditure Budget
- Develop Growth Plan
- Create a Working Prototype
- Assemble a Management Team

Launch

- Sales and Marketing
- Public Relations
- Private Placement Memo
- Stock Purchase Agreement
- Due Diligence
- Generate Business Metrics
- Construct / Purchase / Lease Facilities
- Continue to Explore Funding Options

Grow

- Grow Sales
- Quality Control
- Finalize Internal Distribution System
- Expand Distribution
- Assess Customer Satisfaction
- Refine Product Features
- Hire and Train Personnel
- Execute Contracts
- Arrange for Conventional Financing
- Institute Mission, Vision and Management Policies
- Establish Aftermarket Support and Warranty Service
- Implement Training Program
- Identify New Markets
- Identify New Products
- SWOT Analysis
- Monitor Business Trends and Management Technologies
- Explore Productivity Options (automation, outsourcing, etc.)