

Phase	Step	Description	Question	Teaching Lessons			Example (Method of More)	Quiz	Application	Leverage	Reward	Expected Time		
O	-	Orientation	What should you expect from the The Method of More?	Opportuntiy Creation								1	1	
Phase I	1	Purpose	Why do you want to start a business?	Why & What of ENT	A Day in the Life 10 Years From Now	Leverage						1	2	
	2	Personal Development	What skills and habits do you need to develop?	Alpha - Grattitude, Meditation, Affirmation	Omega - Reflection							5	10	
	3	Direction	What is your big question/problem?	Thinking in Questions	Learning to Learn							1	2	
	4	Idea Generation	What is your product market fit?	Ideation	Value	Customer Segments						3	5	
	5	Idea Validation	Does your market value your product?	Customer Development								5	10	
Phase II	6	Marketing Plan	How are you going to create, deliver, communicate & exchange value?	Creation	Communication	Delivery	Exchange					5	10	
	7	Markeitng Plan Validation	Does your market positively respond to your smoke tests?	Customer Development II								8	14	
Phase III	8	Resources	What skills, resources & partnerships do you need in order to create your value proposition?	Resources	Skills	Partnerships						3	5	
	9	Stakeholder Development	How can you engage actual vendors in procurement talks for creation of your value proposition?	Customer Development III								3	10	
	10	Prototype	How can you build a working/communicable prototype for early adopters?	Design Thinking								5	10	
	11	Customer Development	Do early adopters indicate they will purchase your product?	Sales								5	10	
Phase IV	12	Go-Don't Go	If there are not orders, why not?	Business Model Innovation								1	2	
	13	Company Formation	What legal entity makes the most sense for you?	Legal Formation	Intellectual Property							1	5	
	14	Investment	How can you get the resources you need?	Investment Options	Pitching							1	90	
	15	Community	How can you galvanize early adopters, stakeholders, critics, investors and mentors into a community?	Branding								5	15	
		15	15	29				15	29	29	15	15	53	201