



	1-VISION	2-COLLABORATE	3-AGREE	4-OBJECTIVES	5-EXECUTION	6-OPTIMIZATION	CAPITAL
<b>AGILE   OUTCOMES</b>	<p><b>Solve a Meaningful Problem by Inventing a Valuable Solution</b></p>	<p><b>Develop Customer Value Proposition w/Cohort &amp; Producers</b></p>	<p><b>Cohort &amp; Producers AGREE to a Viable Venture Model &amp; Plan</b></p>	<p><b>Identify Required ASSETS and PRODUCERS Needed</b></p>	<p><b>Consult w/Advisors Finalize Planning and Launch the Venture</b></p>	<p><b>Grow the VENTURE and Develop &amp; Engage Stakeholders</b></p>	<p><b>Celebrate Impact on Personal, Local and Global Ecosystem</b></p>
<b>AGILE   ECOSYSTEM PROCESSES</b>	<p><b>INNOVATOR</b></p> <ol style="list-style-type: none"> <li><b>Entrepreneurial Mindset</b> <ul style="list-style-type: none"> <li>Desire to Solve a Problem</li> <li>Desire to Improve Quality of Life</li> </ul> </li> <li><b>Curriculum</b> <ul style="list-style-type: none"> <li>Entrepreneurship Courses</li> <li>Design Courses</li> </ul> </li> <li><b>Competitions</b> <ul style="list-style-type: none"> <li>Business</li> <li>Technical</li> </ul> </li> <li><b>Supporters</b> <ul style="list-style-type: none"> <li>Mentors &amp; Advisors</li> <li>Service Providers</li> </ul> </li> <li><b>Co-Curricular</b> <ul style="list-style-type: none"> <li>Clubs &amp; Groups</li> <li>Entrepreneurship Programs</li> </ul> </li> <li><b>Events</b> <ul style="list-style-type: none"> <li>Education &amp; Training</li> <li>Networking</li> </ul> </li> <li><b>Tools/Technology</b> <ul style="list-style-type: none"> <li>Information Resources</li> <li>Business Software Apps.</li> </ul> </li> </ol>	<p><b>LEADER</b></p> <ol style="list-style-type: none"> <li><b>Creative Ideas</b> <ul style="list-style-type: none"> <li>Proposed solutions to problems</li> <li>Not yet proven or demonstrated</li> </ul> </li> <li><b>Qualified Inventions</b> <ul style="list-style-type: none"> <li>Demonstrated creative ideas</li> <li>Useful, non-obvious, novel</li> </ul> </li> <li><b>Institutional IP Policy Guidelines</b> <ul style="list-style-type: none"> <li>"Inventorship" vs. Ownership</li> <li>Obligations and Opportunities</li> </ul> </li> <li><b>Types of IP Protection</b> <ul style="list-style-type: none"> <li>Patents/Trademarks/Copyrights</li> <li>Know-How/Trade-Secrets</li> </ul> </li> <li><b>Valuing Ideas and IP</b> <ul style="list-style-type: none"> <li>Protecting qualified IP/inventions</li> <li>Monetizing ideas &amp; IP/inventions</li> </ul> </li> <li><b>Commercializing IP</b> <ul style="list-style-type: none"> <li>License IP to established company</li> <li>License IP to startup company</li> </ul> </li> <li><b>Monetizing Ideas</b> <ul style="list-style-type: none"> <li>Startup Product Company</li> <li>Startup Service Company</li> </ul> </li> </ol>	<p><b>ENTREPRENEUR</b></p> <ol style="list-style-type: none"> <li><b>Product or Process Idea</b> <ul style="list-style-type: none"> <li>What is it (Proof-of-Concept)?</li> <li>What makes it unique (IP)?</li> </ul> </li> <li><b>Market</b> <ul style="list-style-type: none"> <li>Define the specific Market?</li> <li>How big is it (units + dollars)?</li> </ul> </li> <li><b>Customers</b> <ul style="list-style-type: none"> <li>Who will buy it? Why?</li> <li>How do they buy?</li> </ul> </li> <li><b>Competitors</b> <ul style="list-style-type: none"> <li>What/who are the competitors?</li> <li>How do they stack up?</li> </ul> </li> <li><b>Marketing &amp; Sales</b> <ul style="list-style-type: none"> <li>Why is it attractive to buyers</li> <li>How will you reach them?</li> </ul> </li> <li><b>Revenue Model</b> <ul style="list-style-type: none"> <li>How will you make money?</li> <li>How long will it take?</li> </ul> </li> <li><b>Funding</b> <ul style="list-style-type: none"> <li>How much money is needed?</li> <li>What type of money is it?</li> </ul> </li> </ol>	<p><b>LEADER</b></p> <ol style="list-style-type: none"> <li><b>Key People</b> <ul style="list-style-type: none"> <li>Startup Team</li> <li>Boards and Advisors</li> </ul> </li> <li><b>Intellectual Capital</b> <ul style="list-style-type: none"> <li>Competitive Advantage</li> <li>Trade/Process Secrets</li> </ul> </li> <li><b>Bootstrapping</b> <ul style="list-style-type: none"> <li>Personal Savings &amp; Credit</li> <li>Family &amp; Friends</li> </ul> </li> <li><b>Customer Financing</b> <ul style="list-style-type: none"> <li>Crowdfunding</li> <li>Progress Payments</li> </ul> </li> <li><b>Equity Capital</b> <ul style="list-style-type: none"> <li>Angel Investors</li> <li>Venture Capital</li> </ul> </li> <li><b>Debt Capital</b> <ul style="list-style-type: none"> <li>Bank Loans</li> <li>Receivables Factoring</li> </ul> </li> <li><b>Other Funding Sources</b> <ul style="list-style-type: none"> <li>Grants and Gifts</li> <li>Incentive Programs</li> </ul> </li> </ol>	<p><b>ENTREPRENEUR</b></p> <ol style="list-style-type: none"> <li><b>Business Planning</b> <ul style="list-style-type: none"> <li>Refined Business Model</li> <li>Investor-Friendly B-Plan &amp; Pitch</li> </ul> </li> <li><b>Human Resources</b> <ul style="list-style-type: none"> <li>Management &amp; Administrative</li> <li>Technical, Sales &amp; Operations</li> </ul> </li> <li><b>Intellectual Property</b> <ul style="list-style-type: none"> <li>IP Strategy</li> <li>IP Protection</li> </ul> </li> <li><b>Prototyping</b> <ul style="list-style-type: none"> <li>Products</li> <li>Services</li> </ul> </li> <li><b>Business Organization</b> <ul style="list-style-type: none"> <li>Legal Structure</li> <li>HR-Management Team</li> </ul> </li> <li><b>Risk Mitigation</b> <ul style="list-style-type: none"> <li>Financial (Insurance)</li> <li>Regulatory &amp; Public Policy</li> </ul> </li> <li><b>Key Support Systems</b> <ul style="list-style-type: none"> <li>Accounting &amp; Cash Control</li> <li>Information Technology</li> </ul> </li> </ol>	<p><b>ENTREPRENEUR</b></p> <ol style="list-style-type: none"> <li><b>Finance &amp; Accounting</b> <ul style="list-style-type: none"> <li>Working Capital</li> <li>Cash Flow Management</li> </ul> </li> <li><b>Product/Service Development</b> <ul style="list-style-type: none"> <li>Features &amp; Performance</li> <li>Design &amp; Development</li> </ul> </li> <li><b>Marketing</b> <ul style="list-style-type: none"> <li>Marketing Strategy &amp; Plan</li> <li>Media and Public Relations</li> </ul> </li> <li><b>Sales &amp; Customer Service</b> <ul style="list-style-type: none"> <li>Sales Strategy &amp; Plan</li> <li>Customer Rel. &amp; Tech Support</li> </ul> </li> <li><b>Operations</b> <ul style="list-style-type: none"> <li>Manufacturing &amp; Production</li> <li>Management &amp; Administration</li> </ul> </li> <li><b>Capital Assets</b> <ul style="list-style-type: none"> <li>Facilities &amp; Equipment</li> <li>Real Estate</li> </ul> </li> <li><b>Strategy &amp; Optimization</b> <ul style="list-style-type: none"> <li>Performance Evaluation</li> <li>Continuous Improvement</li> </ul> </li> </ol>	<p><b>INVESTOR</b></p> <ol style="list-style-type: none"> <li><b>Customer Impact</b> <ul style="list-style-type: none"> <li>A Problem Solved Well</li> <li>Lifestyle/Process Improved</li> </ul> </li> <li><b>Owner Impact</b> <ul style="list-style-type: none"> <li>Success – Wealth Management</li> <li>Fulfillment – Happiness</li> </ul> </li> <li><b>Employee Impact</b> <ul style="list-style-type: none"> <li>Job Satisfaction/Income</li> <li>Personal/Career Growth</li> </ul> </li> <li><b>Supplier Impact</b> <ul style="list-style-type: none"> <li>Consistent Business</li> <li>Fair Payment Terms</li> </ul> </li> <li><b>Institutional Impact</b> <ul style="list-style-type: none"> <li>Increased Prominence/Prestige</li> <li>Increased Budget Support</li> </ul> </li> <li><b>"Communitarity" Impact</b> <ul style="list-style-type: none"> <li>Corporate Stewardship</li> <li>Better Alumni/ae Engagement</li> </ul> </li> <li><b>Global Impact</b> <ul style="list-style-type: none"> <li>Global Challenges Addressed</li> <li>Sustainable Growth Promoted</li> </ul> </li> </ol>
<b>AGILE   SOCIAL CAPITAL</b>	<p><b>PRACTITIONER</b></p>	<p><b>VENTURE COHORT</b></p>	<p><b>ADVISORS</b></p>	<p><b>STEWARD</b></p>	<p><b>PROFESSIONALS</b></p>	<p><b>MANAGERS</b></p>	<p><b>VENTURE STAKEHOLDERS</b></p>
<b>AGILE   DYSFUNCTION</b>	<p><b>1</b></p> <p><b>No Incentive to Innovate</b></p> <p>Ignorance / Discouragement</p> <p><b>APATHY!</b></p> <p>No Market Awareness / Status Quo / Fear of Disclosure</p> <p><b>Discovery and Development Do Not Stimulate Innovation</b></p>	<p><b>2</b></p> <p><b>Shallow Ideas</b></p> <p>Impractical / Mundane</p> <p><b>DEAD-END!</b></p> <p>No Practical Application / Hobby/Experiment / Obvious Prior Art</p> <p><b>Invention Does Not Represent A Compelling Value Proposition</b></p>	<p><b>3</b></p> <p><b>Not Viable as a Business</b></p> <p>No Personal Benefit / No Commercial Value</p> <p><b>DELUSION!</b></p> <p>Useless to Self / Irrelevant / Useless to Others</p> <p><b>Idea has no Practical Value or Reasonable Path to Market</b></p>	<p><b>4</b></p> <p><b>Limited or No Resources</b></p> <p>Weak Value Proposition / Weak Management Team</p> <p><b>ROADBLOCK!</b></p> <p>Insufficient Capital / Questionable Opportunity / Poor Qualifications</p> <p><b>Inability to Develop Idea into a Viable Business Entity</b></p>	<p><b>5</b></p> <p><b>Lack of Organization</b></p> <p>Undefined, Unmanaged Roles / Undefined, Unmanaged Priorities</p> <p><b>FAILURE!</b></p> <p>Chaos / Low Morale, Frustration / Confusion</p> <p><b>Limited Funding Opportunities &amp; Minimal Growth Potential</b></p>	<p><b>6</b></p> <p><b>Failed/Poor Execution</b></p> <p>Poor Planning and Execution / Undefined, Poor Strategy</p> <p><b>LOSSES!</b></p> <p>Delays / Poor Productivity / Setbacks</p> <p><b>Minimal Market Impact and Diminished Business Viability</b></p>	<p><b>7</b></p> <p><b>Negative Outcome</b></p> <p>Insolvency / Disgrace</p> <p><b>IRRELEVANCE!</b></p> <p>Waste/Bankruptcy / Diminished Quality of Life / Fraud/Shame</p> <p><b>Unfulfilling Achievements and Questionable Results</b></p>