



MILLION \$  
ENTERPRISE

# E-LAUNCH JOURNEY HANDBOOK

# INTRODUCTION

E-LAUNCH is the JEDI online coaching system. E-LAUNCH takes you as a founder on a 2-year transformational journey from big idea to the million \$ revenue mark in 5 stages of development.

The fundamental problem you face as a founder or co-founder changes as you progress through each E-LAUNCH stage of development. For this reason, E-LAUNCH offers you a different coaching program for each stage. When you complete a program, you realize a “milestone” on your journey.

**NOTE: You must register for each stage of E-Launch at our website before you begin any coaching program. Online registration is free.**

The following online service centers are provided with each coaching program.

## **Online Coaching Center**

This center schedules individual coaching sessions, collects coaching fees, and manages our JEDI coaching network. In addition, this center promotes coaching services, recruits coaches, and recommends approval of new coaching associates. The center director assigns coaches to specific sessions, and processes invoices from coaches. This center assigns associate analysts who prepare, publish, and present special reports to you.

## **Online Video Resource Center**

This center selects video tutorials for our video tutorial libraries. Each of our 5 coaching programs contains a flipbook template. Each flipbook template has a video tutorial library. The information in these libraries enables our founders and co-founders to complete daily and weekly work projects. Often these videos link our founders and co-founders to service programs, events and YouTube channels that lead to the creation of valuable resources that equip our founders with valuable knowledge and relationships.

## **Online Video Profile Center**

You are required to publish a video profile on our YouTube channel. Each profile contains links to their social media accounts and is included in their monthly social media promotional campaigns. This profile is updated when the founder achieves another milestone, and advances to a higher stage of E-Launch. In addition, the center offers a variety of fee-based video packages.

## **Online Template Center**

Each flipbook template consists of pages. Each page contains a series of work actions performed by founders and co-founders to realize “milestones” along their journey to the million \$ revenue mark. Our template center designs and publishes these pages and the work actions they contain. Often founders have questions about these work actions and seek clarification of work action descriptions. Our online template center receives and answers these questions.

## Online Support Center

This is where pitch presentations made by founders and co-founders are presented to the community. Questions and comments made here by community members are delivered via email and administrators receive and respond via phone or email. Business model documents are reviewed. As a founder or co-founder your daily progress is monitored.

## A. STAGE 1: MILLION \$ CONCEPT

**PROBLEM:** You lack the knowledge and vision you need to develop your big idea in a million \$ enterprise concept. You will use your business model, in lieu of a business plan, to attract individuals you need for your launch team.

Our online million \$ concept coaching program works like this to solve this problem.

**LENGTH (3 WEEKS):** This coaching program is designed to be completed in 21 days by performing 3 actions each day. Instructions to complete these actions are included in an **easy-to-read virtual flipbook template** delivered when you purchase the program. You may shorten or extend the anticipated 3-week period as you desire, in consultation with the online support center. When you get stuck, our template master is available to guide you to the best service center to get you going again.

**3 OUTCOMES:** 1) Your business model document, 2) Your launch team slide presentation, 3) Your first launch team.

**PROGRAM FEE:** \$150 paid in advance at the website.

**ONLINE COACHING CENTER:** Use this center to schedule coaching sessions as you desire. The fee for each session is \$100.

**DAILY PROGRESS:** This program is designed for daily progress. However, your progress depends on your daily devotion to the program. As you progress you reveal portions of your business model, attracting launch team members. When your launch team reaches the minimum number of members according to your specifications, milestone 1 is reached. Your big idea is transformed into a million \$ concept, and you are ready to start stage 2.



## B. STAGE 2: MILLION \$ MINDSET

**PROBLEM:** You are thinking small. You are thinking in a self-employment mode. You are thinking of a business based on your skills, time, and knowledge. This places a lid on your growth. So, this thinking must be replaced with new thoughts.

Our online million \$ mindset coaching program works like this to solve this problem.



**LENGTH (6 WEEKS):** The program is designed to be completed in 42 days with 3 actions each day. Instructions to complete these actions are included in an **easy-to-read virtual flipbook template** delivered when you purchase the program. You may shorten or extend the normal 6-week period as you desire, in consultation with the online support center. When you get stuck, our template master is available to guide you to the best service center to get you going again.

**7 OUTCOMES:** 1) Your million \$ mindset book, published by JEDI as a flipbook for distribution to your social media accounts. The following 6 types of new thoughts empower you to expand your base of support. 2) One-year vision of success, 3) Positive Beliefs to inspire success, 4) SMART Goals to target success, 5) Strategies to pursue success, 6) Action Plans to identify steps to success, 7) Breakthrough Monitoring Metrics to measure weekly success.

**PROGRAM FEE:** \$180 paid in advance at the website.

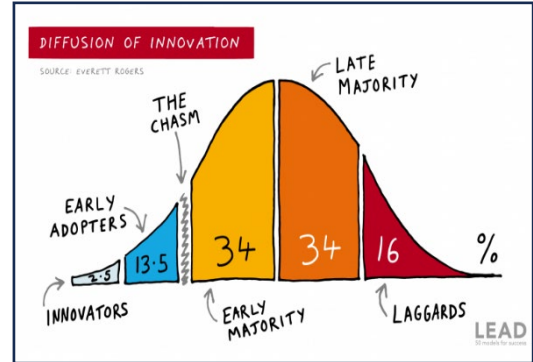
**ONLINE COACHING CENTER:** Use this center to schedule coaching sessions as you desire. The fee for each session is \$100.

**DAILY PROGRESS:** This program is designed for daily progress. You remain employed full-time. However, your progress depends on your daily devotion to the program. As you progress, you reveal portions of your new mindset. When your launch team reaches the number of members needed to launch, your concept is transformed into a million \$ mindset. You are ready to start stage 3.

## C. STAGE 3: 100 FIRST ADOPTERS

**PROBLEM:** You are focused on launching your enterprise. But you do not have a launch plan. You have not selected a legal entity. You have not attracted the resources you need.

Our online first adopters coaching program works like this.



**LENGTH (12 WEEKS):** This program is organized into the following 12 weekly projects that are identified and scheduled in an **easy-to-read virtual flipbook template** that provides access to online service centers.

**PROJECT 1: FOUNDERS:** You select the co-founders you want to launch your business model.

**PROJECT 2: LEGAL ENTITY:** You select the type of legal entity you want your business to be and then create it. Your enterprise then enters into a **professional services agreement with JEDI to conduct a variety of projects, including the following.**

**PROJECT 3: LAUNCHPAD REVIEW:** Your business entity, via its founders, its owners, its managers, reviews the types of resources it needs to launch as a rocket with a million \$ payload.

**PROJECT 4: LAUNCHPAD RESOURCES:** Your business entity creates a resource acquisition campaign to fill resource gaps needed to launch.

**PROJECT 5: ROCKET DESIGN:** Your business entity enters into a management contract to hire you as its CEO and President, adopts and implements a marketing strategy, and a sales plan.

**PROJECT 6: PAYLOAD REVIEW:** Your business entity evaluates and refines its prototype products and services.

**PROJECT 7: LAUNCH PLAN:** Your business entity creates and approves a launch plan that includes a set of goals to be realized over a designated period of days to be implemented by a launch team in a series of launch campaigns.

**PROJECT 8: MINI-LAUNCH CAMPAIGN 1:** Your business entity sells to the innovators in group 1. These individuals are eager to try out new products and looking for defects. They want to say on social media “I was one of the first to try it. I helped to improve it. You talk with people in your marketplace. You offer incentives. You get feedback, learn, pivot, improve. You then implement product release 2.

**PROJECT 9: MINI-LAUNCH CAMPAIGN 2:** Your business entity sells to early adopters in group 2. They enjoy using their imaginations to recognize and advance innovations in the marketplace. They want to be one of the first to say on social media, “I tried it. I use it. I know the benefits.” You talk with people in your marketplace. You offer incentives. You get feedback, learn, pivot, improve. You then Implement product release 3.

**PROJECT 10: MINI-LAUNCH CAMPAIGN 3:** Your business entity sells to those who think of themselves pragmatic, the early majority. They want practical solutions that have proven effectiveness. This group is the key to success. They constitute about 35% of your marketplace. You may present credible endorsements from early adopters. You may build video testimonials. You may offer time-sensitive specials and promotions. You may implement a nurturing campaign. You must refine and enhance your products and services. You then implement release 4.

**PROJECT 11: MINI-LAUNCH CAMPAIGN 4 (Optional):** Should you experience major challenges in Project 10, this campaign will target a very specific niche (called niche1) in your marketplace and focus on penetrating niche 1.

**PROJECT 12: MINI-LAUNCH CAMPAIGN 5 (Optional):** Upon realizing success penetrating niche 1, you will identify niche 2 and penetrate niche 2.

**OUTCOMES:** Co-Founders, New Legal Entity, List of Resource Needs, New Resources, Enterprise CEO, Marketing Strategy, Sales Plan, Prototype Products and Services, Launch Plan, First Adopters, Revenue.

**PROGRAM FEE:** \$500 paid in advance at the website.

**ONLINE COACHING CENTER:** Members of your team use this center to schedule coaching sessions as desired. The fee for each session is \$100.

**DAILY PROGRESS:** This program is designed for daily progress. However, your progress depends on your daily devotion to the program.

## D. STAGE 4: PRODUCT MARKET FIT

**PROBLEM:** Your enterprise is now open for business. It is in operation. It is generating revenue. But you do not have a process to fully activate all 7 core functions of your enterprise. (Marketing, Sales, Capital, Human Resources, Risk Management, Operations, Leadership). This is required to get out of startup. So, you are seeking to refine your business model so that it empowers your enterprise to scale (to achieve accelerated growth of customers, revenue, and profits).



Our product market fit coaching program works like this.

**LENGTH (12 WEEKS):** The program is organized into the following 12 weekly projects. Each project includes coaching sessions and work assignments that produce outcomes. Work assignments are identified and scheduled in an **easy-to-read virtual flipbook template** that provides access to online service centers. Your professional services agreement with JEDI remains active to facilitate effectiveness of the following projects.

**PROJECT 1: IDEAL CUSTOMER PROFILE:** Identify the characteristics of those who purchase and love your products and services.

**PROJECT 2: CUSTOMER SATISFACTION SURVEY:** Communicate with first adopters to learn what they love about your products and services.

**PROJECT 3: BUYER PERSONA REVIEW:** Create a depiction of our ideal customer based on researching those who have purchased.

**PROJECT 4: PRODUCT/SERVICE RATING:** Evaluate the performance of your products and services. (Product Performance Report)

**PROJECT 5: FEATURE 1 RATING:** Evaluate the most important feature of your primary product or service. (Feature 1 Report)

**PROJECT 6: FEATURE 2 RATING:** Evaluate the second most important feature of your primary product or service. (Feature 2 Report)

**PROJECT 7: FEATURE 3 RATING:** Evaluate the third most important feature of your primary product or service. (Feature 3 Report)

**PROJECT 8: RESOURCES REVIEW:** Analyze your resources. (Resource Report)

**PROJECT 9: PRICING REVIEW:** Analyze your prices. (Pricing Report)

**PROJECT 10: COST REVIEW:** Analyze your costs. (Cost Report)

**PROJECT 11: PROFIT REVIEW:** Analyze your profits. (Profit Report)

**PROJECT 12: FUNCTIONS REVIEW:** Analyze the 7 core functions of your enterprise. (Function Analysis Report)

**OUTCOMES:**

- 1) Enhanced marketing function by targeting the market segment that loves your products/services,
- 2) Increasing the number of satisfied customers and thereby increasing sales,
- 3) Increased market penetration based on buyer persona,
- 4) Management focus on creating more products/services designed for our buyer persona,
- 5) Management focus on improving and expanding “best” features,
- 6) Resource campaigns that create new resources.
- 7) Better, more attractive pricing that increases demand.
- 8) Improved efficiency and cost control with higher profits.
- 9) Management teams that conduct special projects in various functional areas of the enterprise.

**PROGRAM FEE:** \$1,000 paid in advance at the website.

**ONLINE COACHING CENTER:** Members of your team use this center to schedule coaching sessions as desired. The fee for each session is \$100. Project teams of business analysts generate reports.

**DAILY WORK PROJECTS:** This program is designed for daily reviews, and analyses that produce special reports for implementation by management.



## E. STAGE 5: MILLION \$ MARK

**PROBLEM:** Your enterprise has not created a management process that enables it to produce and modify ever-changing business systems and standardized processes in each of the 7 core functions needed to reach the million \$ revenue mark. This million \$ mark coaching program works like this.



| 7 Core Functions Chart |   |
|------------------------|---|
| Marketing              | Converts individuals/organizations in your marketplace to prospects and then to leads.  |
| Sales                  | Converts leads into “satisfied” customers   |
| Risk Management        | Maintains compliance with laws & regulations. Shields business from legal liability. This includes insurance, and tax compliance. |
| Capital                | Maintains records of transactions, produces financial statements, manages bank accounts and cash, raises capital.                 |
| Operations             | Adopts, develops, and applies technologies daily.   |
| Human Resources        | Recruits and manages people (employees and contractors, partners, others).  |
| Leadership             | Creates and monitors compliance with mission, goals, beliefs, values, principles, and policies.                                   |

**LENGTH (50- 62 WEEKS):** The program is organized into weekly projects that include coaching sessions and work assignments resulting in an Operating Systems Manual. Weekly work assignments are identified & scheduled in a series of weekly **easy-to-read virtual flipbook templates** providing access to online service centers. Your JEDI professional services agreement remains active to facilitate effectiveness of projects.

We create your **Operating Systems Manual** and organize it into 7 sections. Within each function, there are systems. Each system is given a name based on what it does.

Each system is comprised to processes. Each process is comprised of tasks. Each task is comprised of steps. Each step is documented in your Operating Systems Manual. JEDI assigns **project team leaders** in each of 7 core functional areas. These leaders are responsible for on-time project completion each week. Each leader recruits a project team. The project team leader makes task assignments. Ongoing processes are named in each function. A list of tasks describes each process. Each week, projects are scheduled 1 week in advance according to your priorities.