



Business Creation Life Cycle



	DISCOVERY	BEEF of BUSINESS PLANNING	GROWTH	RUNNING A BUSINESS	FOCUSED FULFILLMENT
FUNDING	Major Financial Guilt. Zero Income. All Time.	Major Financial Guilt. Zero Income. All Time.	Sweat Equity. Skin in Game. Regular Income.	All In and Have Debt.	Low Concerns. Keep Income to Sustain Life.
ELEVATOR PITCH	Deciding on Themes.	Writing It. Documenting Mission.	Looking for Funding.	Pitching to Investors.	Memorized.
SERVICE OFFERING	Creating LLC, Website, Getting a Bank and Business Cards. NEED RESOURCES.	Create Blog and Social Media. Writing and Compiling Marketing & Business Plan. NEED SHORTCUTS	Streamlining.	Selling.	Focused Fulfillment. Greater Contribution to the World.
YEARS IN BUSINESS	No legal business entity.	Renamed Legal Business Name.	1-4 Years	5+ Years	10+ Years
NETWORKING	ID Potential Members. Social Life. Accountability.	Compiling Experts. Business Tools. Social Life.	Networking. Fostering Connections. Business Tools.	Time Is Precious. MARKETING.	Stay in Shorewood Long-Term. Ratcheted Back. No Need for Accountability, Support, Empathy.
SALES	Filling Calendar with Appointments, Meetings, Conferences, and Volunteering to Get Experience.	100% Proactive. Need Help Setting Goals and Making Personal Connections.	90% Proactive. 10% Reactive. Need to hire an INTERN.	Contract Work. 40% Reactive. 60% Proactive. Contact. HIRE STAFF.	20% Proactive. 80% Reactive. Need to Fuel the Pipeline. Giving Back to Pet Causes. No Big Goals.
EMOTIONAL STATE	FEAR. SEEKING GUIDANCE, FLEXIBILITY. Comitting is SCARY. Taking Baby Steps. Need Encouragement. Intimidated. Invigorating.	FEAR. Lonely. Committing is Scary. Taking Baby Steps to Get in Workfoce. Seeking Guidance, Knowledge, Flexibility.	Lonely. Enjoy Work. All In.	Quality. Happy. Stressed. Under Pressure. May look at Business Plan Again.	Abundant Mindset. SEEKING HAPPINESS. Hit a Personal Sweet Spot. Look at Business from Big Picture.

CAPS IS PAIN POINT

Information taken from 41 Customer Interview conducted by Sheila Long from November 27, 2017 to January 26,2018. Compiled and assessed in conjunction with MalamaDoe's involvement with the UWM Student Startup Challenge.