



Entrepreneur to Enterprise Life Cycle Development Framework

Success Phases	Entrepreneur	Start-Up	Small Company	Business	Enterprise
Growth Value Cycle	Concept	Proof of Concept	Revenue	Rev Acceleration	Rev Stream Mgmt (P/S, Growth, Life Cycle)
	"A Great Idea"	"People Buy It and It Works"	"Many People are Buying It"	"We're Making Money"	"We're Making Lots of Money"
Brand	No Brand	Brand Development	Brand Presence	Brand Penetration	Brand Share
Strategy	Market Need	Product / Service Offering	P/S Improvement Plan	Category Innovation	Portfolio Mgmt
Technology	Concept	Demo Tools	Tools	Competitive Advantage	Continuous Innovation
Sales	No Sales	Entrepreneur Sales	Ad Hoc Sales Resources	Professional Sales Leverage	Sales Channel Management
Marketing/ Communications	Identity Package	Intro Communication Tools	Communications Assumptions	Communications Efficiencies	Communications Management
Human Resources	Part-Time	Limited	Skeleton Crew	Resource Utilization	Resource Optimization
Delivery Systems	No Systems	System Prototype	Ad Hoc	Delivery Process and Systems	Competitive Advantage
Management Systems	No Systems	Entrepreneurial Driven	Reactive Problem Solving	Discipline and Controls	Optimal Management Systems
Culture	Personality-Driven	Personality-Driven	Personality to Organizational	Informal Organizational Culture	Corporate Culture Mgmt