


THE ENVĪVEO BUSINESS BUILDER'S FRAMEWORK™



ENVĪVEO™
Start Up Smart



Building a business starts with solving a problem and providing a solution that people are willing to pay for on a sustained basis.

Once you have that, then all components of the business – the **strategic foundation**, **commercial capabilities**, **operational infrastructure**, and **human capital, and culture** – need to work in harmony to build a successful business.

The Envīveo Business Builder's Framework™ shows how these components fit together – helping you think holistically about your business. The resources available on the Envīveo platform are color coded to correspond to each component to help you zero in on areas where you might need additional support and knowledge.

What's Included Here.

High-Level Framework

This high-level view of the framework shows the four color coded main components with their respective subcomponents.

- Strategic Foundation
- Commercial Capabilities
- Operational Infrastructure
- Human Capital and Culture

The Detailed View

This more detailed version of the framework offers additional descriptions for each subcomponent, helping define every part of your potential business.

Strategic Foundation Roadmap

This roadmap view corresponds to the modules included in our signature course: **Startup Strategy Mastery: From Idea Validation to Investor Ready** and provides a sequential order for the steps to help you build your startup's strategic foundation. [Register Here.](#)

High-Level Envīveo Business Builder's Framework™



- Strategic Foundation
- Human Capital/Culture
- Operational
- Commercial



The Market

The Detailed View: Envīveo Business Builder's Framework™

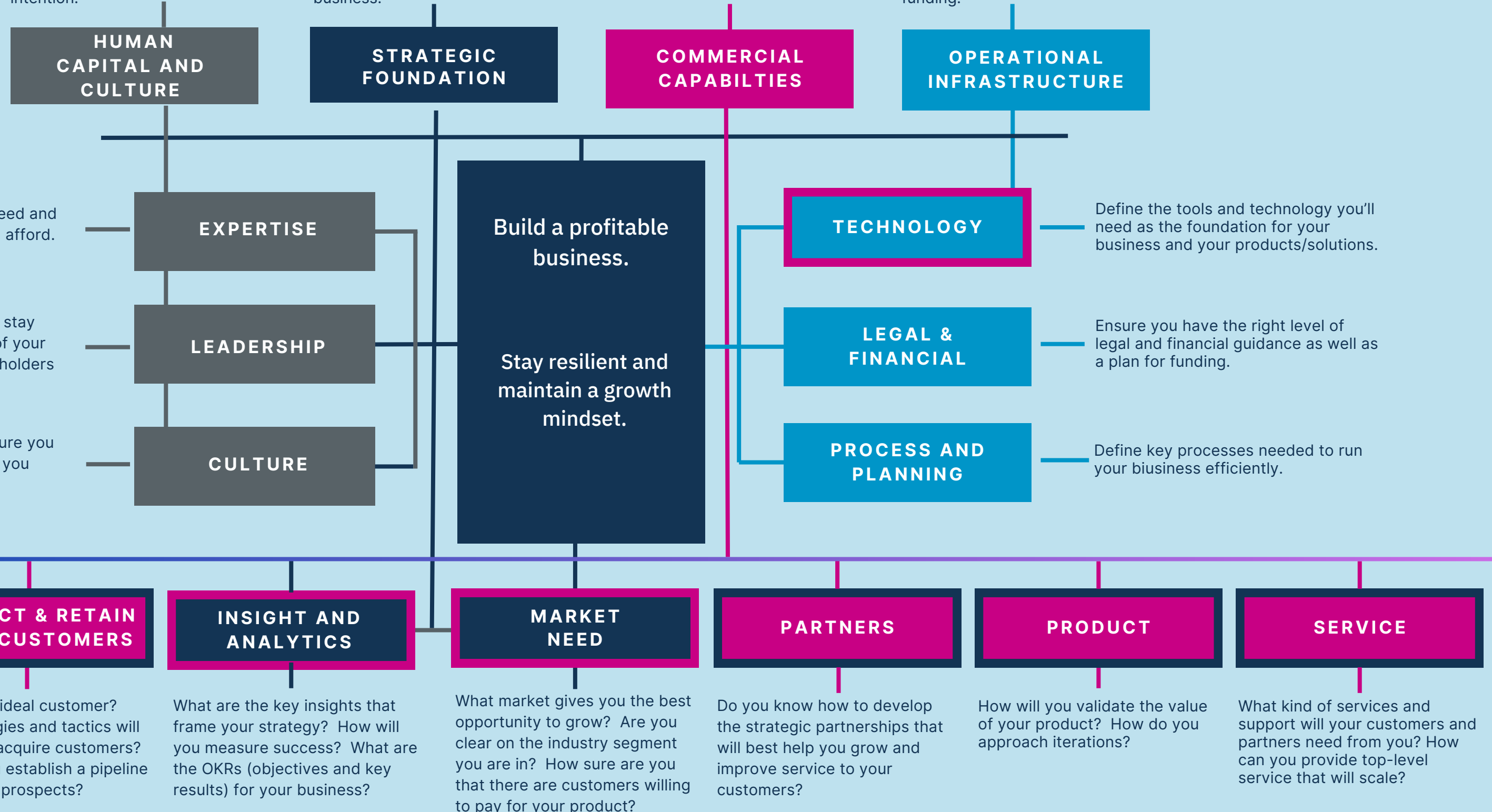


Become the best leader you can be. Identify the talent, skills or expertise you need to get to your next success milestone. Design your organization for the long term. Evolve your culture with intention.

Learn how to think strategically, build your business road map, determine your market potential, define your differentiation and more. Develop a plan based on best practices to run a profitable business.

Develop commercial capabilities to build your brand, acquire, retain and support customers. Learn best practices for sales and how to approach partnerships as a part of your go-to-market plan. Build a product that kills your competition!

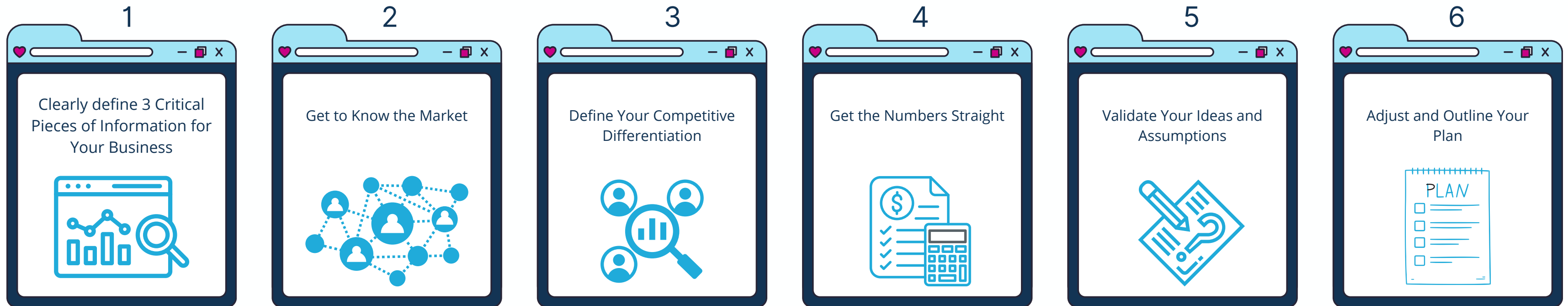
Develop skills for execution excellence. Define the processes, professional services, financial support, tools, and technology you need to start and grow your business. Create a plan raise funding.



Strategic Foundation

Below is a sequential view of how to approach the creation of your startup's strategic foundation. The steps outlined here are covered in our signature course: [Startup Strategy Mastery: From Idea Validation to Investor-Ready](#).*

ROADMAP VIEW



Much of the work from your strategic foundation shapes your commercial programs: Marketing, Sales, Product, Distribution, etc.

COMMERCIAL CAPABILITIES*

Startup Strategy Mastery

from idea validation to
investor-ready



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This template is part of the Enviveo Signature
Course *Startup Strategy Mastery: From Idea
Validation to Investor-Ready.*

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