STRATEGIC FOUNDATION ACTION ROADMAP





The Enviveo Business Builder's Framework

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**.

STRATEGIC FOUNDATION ACTION ROADMAP 1 Clearly define 3 Critical Pieces of Information for Your Business Output Define Your Competitive Differentiation Define Your Competitive Differentiation Plan Adjust and Outline Your Plan

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

COMMERCIAL CAPABILITIES*