1. 5 Phases of Business
   1. Mobilize (Canvas Section)
      1. Setting the stage
      2. Set objective
      3. Idea
      4. Do brainstorming, scenarios, storytelling, prototyping, etc)
   2. Understand (Pattern Section)
      1. Immersion
      2. Research
         1. Market
         2. Domain
         3. CS
      3. Analysis
      4. SWOT analysis
      5. Porter’s 5 Forces
      6. Feasibility
      7. This is where you either stop, or continue on after done with feasibility
   3. Design
      1. Inquiry
      2. Generate business model
      3. Test the business model
      4. Proforma
      5. Honing idea, try different things
   4. Implement
      1. Execute
      2. Define projects, milestones, organize legal structure, a detailed budget, and a project roadmap
      3. Monitor risk/reward
   5. Manage
      1. Evolution
      2. Pivoting (Iterating)
      3. Businesses are effective when selling because of the data they have
      4. You’ll know how to grow your business, make it successful, and how to stay in business