

STAGE	1. BLUEPRINT	2. VALIDATE	3. PREPARE	4. CERTIFY	5. SCALE
KEY ACTIVITIES	<p><i>Defining what the business will offer, what it will do &amp; how it will do it.</i></p> <ul style="list-style-type: none"> <li>Initial business plan</li> <li>Product prototypes</li> <li>Proof of concept</li> </ul>	<p><i>Validate the commercial viability and scalability of the business model.</i></p> <ul style="list-style-type: none"> <li>Market trials</li> <li>Test of assumptions</li> <li>Refinement &amp; iteration</li> </ul>	<p><i>Prepare to support sustainable scaling.</i></p> <ul style="list-style-type: none"> <li>Drive awareness &amp; build demand</li> <li>Develop supplier capabilities &amp; build supply</li> </ul>	<p><i>Certify &amp; digitalize to enter international markets.</i></p> <ul style="list-style-type: none"> <li>Market certifications</li> <li>Digitalize operations for efficiency &amp; control</li> <li>Market affiliations</li> </ul>	<p><i>Scale to reach more customers &amp; more suppliers.</i></p> <ul style="list-style-type: none"> <li>New challenges</li> <li>Need for skilled talent</li> <li>Diverse stakeholders</li> <li>New competitors</li> </ul>
PRODUCT DESIGN & PRODUCTION	Product Design & Sampling Recruit & Train Artisans Purchase Raw Materials Receive Initial Orders	Product Design & Production Produce to Specification Purchase Raw Materials Receive Recurring Orders Quality Controls Training & Development	Product Design & Production to Specification Purchase Raw Materials Manage Stocks Recurring Orders Quality Management Training & Development	Product Design & Production to Specification Purchase Raw Materials Manage Stocks Recurring Orders Quality Management Training & Development Logistics Control	Product Design & Production to Specification Purchase Raw Materials Manage Stocks Recurring Orders Quality Management Training & Development Logistics Control Forecasting & Planning
SALES & MARKETING	Market Research Customer Acquisition Pop-ups, Fairs & Festivals Branding & Promotion	Market Research Customer Acquisition Pop-ups, Fairs & Festivals Branding & Promotion Social Media & Web	Market Research Customer Acquisition Pop-ups, Fairs & Festivals Branding & Promotion Social Media & Web Sales Tracking & Analysis	Market Research Customer Acquisition Pop-ups, Fairs & Festivals Branding & Promotion Social Media & Web Sales Tracking & Analysis Multi-Channel Sales	Market Research Customer Acquisition Pop-ups, Fairs & Festivals Branding & Promotion Social Media & Web Sales Tracking & Analysis Multi-Channel Sales Distributors & Marketing Affiliates
FINANCE & ADMINISTRATION	Pricing & Cost Analysis Profit & Loss Basic Inventory Tracking Balance Sheet	Pricing & Cost Analysis Profit & Loss Inventory Accounting Balance Sheet Cash Flow	Pricing & Cost Analysis Financial Statements Inventory Management Profitability by SKU & Channel	Pricing & Cost Analysis Financial Statements Inventory Management Profitability by SKU & Channel Integrated Management Systems (Digital)	Pricing & Cost Analysis Financial Statements Inventory Management Profitability by SKU & Channel Management Systems Leadership & Organizational Development
ACCESS TO MARKETS	<ul style="list-style-type: none"> <li>Artisan Toolkit Level 1</li> <li>Price Lists</li> <li>Basic Catalog</li> <li>Product Photographs</li> <li>Craft Documentation</li> </ul>	<ul style="list-style-type: none"> <li>Artisan Toolkit Level 2</li> <li>Product Catalog</li> <li>Lifestyle Photographs</li> <li>Storytelling (Artisan &amp; Craft)</li> <li>Social Media Training</li> <li>Web Site Launch</li> </ul>	<ul style="list-style-type: none"> <li>New Collections</li> <li>Lookbook</li> <li>Brand Image</li> <li>Storytelling (Artisan &amp; Craft)</li> <li>Building Audience &amp; Site Traffic</li> <li>Multi-Channel Promotion &amp; Sales</li> </ul>	Stage 3 plus: <ul style="list-style-type: none"> <li>Sales Analysis</li> <li>Pricing &amp; Profitability</li> <li>Certifications (e.g. organic, fair trade, material testing)</li> <li>International Affiliations</li> <li>Digitalization</li> </ul>	Stage 4 plus <ul style="list-style-type: none"> <li>Sales &amp; Customer Support Services</li> <li>Logistical Planning &amp; Support</li> <li>Legal &amp; Contractual Terms</li> <li>Investor Relations</li> </ul>
ACCESS TO CAPITAL	<ul style="list-style-type: none"> <li>Bootstrap</li> <li>Friends &amp; Family</li> <li>Grants &amp; Donations</li> <li>Crowdfunding</li> </ul>	<ul style="list-style-type: none"> <li>Bootstrap</li> <li>Friends &amp; Family</li> <li>Grants &amp; Donations</li> <li>Crowdfunding</li> <li>Purchase Advances</li> </ul>	<ul style="list-style-type: none"> <li>Grants &amp; Donations</li> <li>Crowdfunding</li> <li>Purchase Advances</li> <li>Factoring &amp; Payment System Advances</li> <li>Working Capital Loans</li> </ul>	<ul style="list-style-type: none"> <li>Grants &amp; Donations</li> <li>Crowdfunding</li> <li>Purchase Advances</li> <li>Factoring &amp; Payment System Advances</li> <li>Working Capital Loans</li> <li>Asset-Based Loans</li> </ul>	<ul style="list-style-type: none"> <li>Crowdfunding</li> <li>Purchase Advances</li> <li>Factoring &amp; Payment System Advances</li> <li>Working Capital Loans</li> <li>Asset-Based Loans</li> <li>Equity Investments</li> </ul>
KEY IMPACT METRICS	Sales Number of Artisans Average Artisan Income	Sales Number of Artisans Average Artisan Income	Sales Number of Artisans Average Artisan Income	Sales Number of Artisans Average Artisan Income	Sales Number of Artisans Average Artisan Income