
BUSINESS GROWTH - Part 4

The SPROUT PHASE





Seed Phase - Lifespan

- What is the intended lifespan of your business? Multi-generational? Only to address a temporary market need?
- Some products or services have limited lifespans such as Fax, beepers / pagers / EV charging stations, Blockbuster, vs bakery / bank / barber.
- Maybe the business can be long term but you want an exit strategy. Start, build and sell. (Begin with the end in mind.)
- Grow revenue / Beef up profits / Get a high ROI / EBITDA
- What are your long-term goals for your business?
- Have you thought about an exit strategy? If so, what is it?
- How do you plan to ensure the sustainability of your business?

Seed Phase

Aesthetic Traits

- Flower color, fragrance, shape of tree, pattern of leaves (how will you present yourself? Home office? Casual? Formal? Car?)
- Branding - The Galloping Gourmet
- Customer Experience (Starbucks vs Mel's Diner)
- Company culture
- Describe your brand identity?
- How are you planning on establishing / building your brand?
- What can you do to create a memorable customer experience?
- Southwest Bible example - My car became part of my brand.





SPROUT PHASE

Beta Testing / Proof of Concept

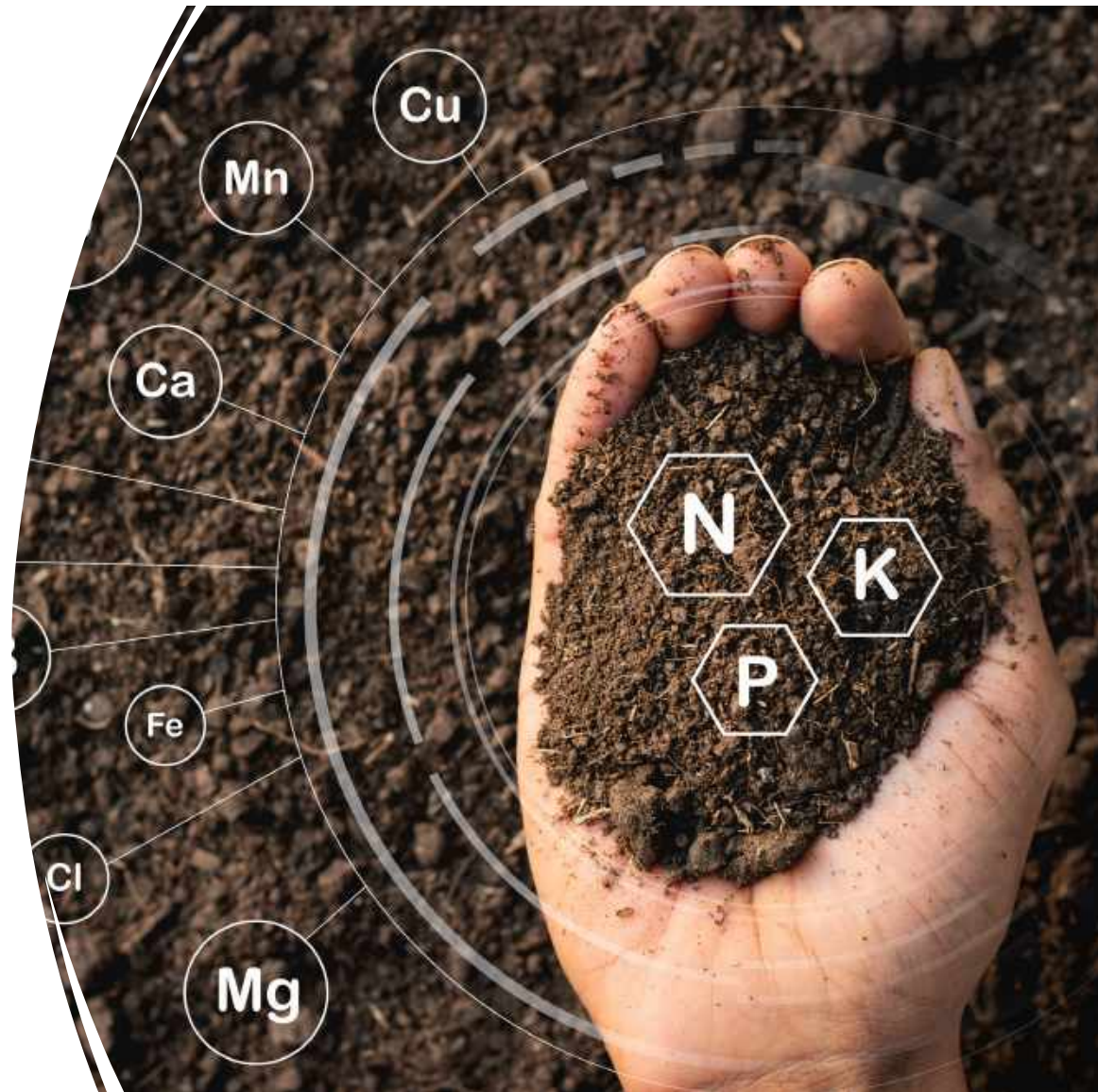
PROCESS

- Absorb water. When temp (desire) and light (understanding) is favorable
- Seed Coat Breaks - Mindset changes - Decision made (cut off)
- Send root down for water and nutrients



PROCESS

- Water is knowledge and it seeks out very specific knowledge in the form of 17 nutrients.
- **Nutrients:** Things that support plant growth.
- **Toxins:** Things that deter plant growth



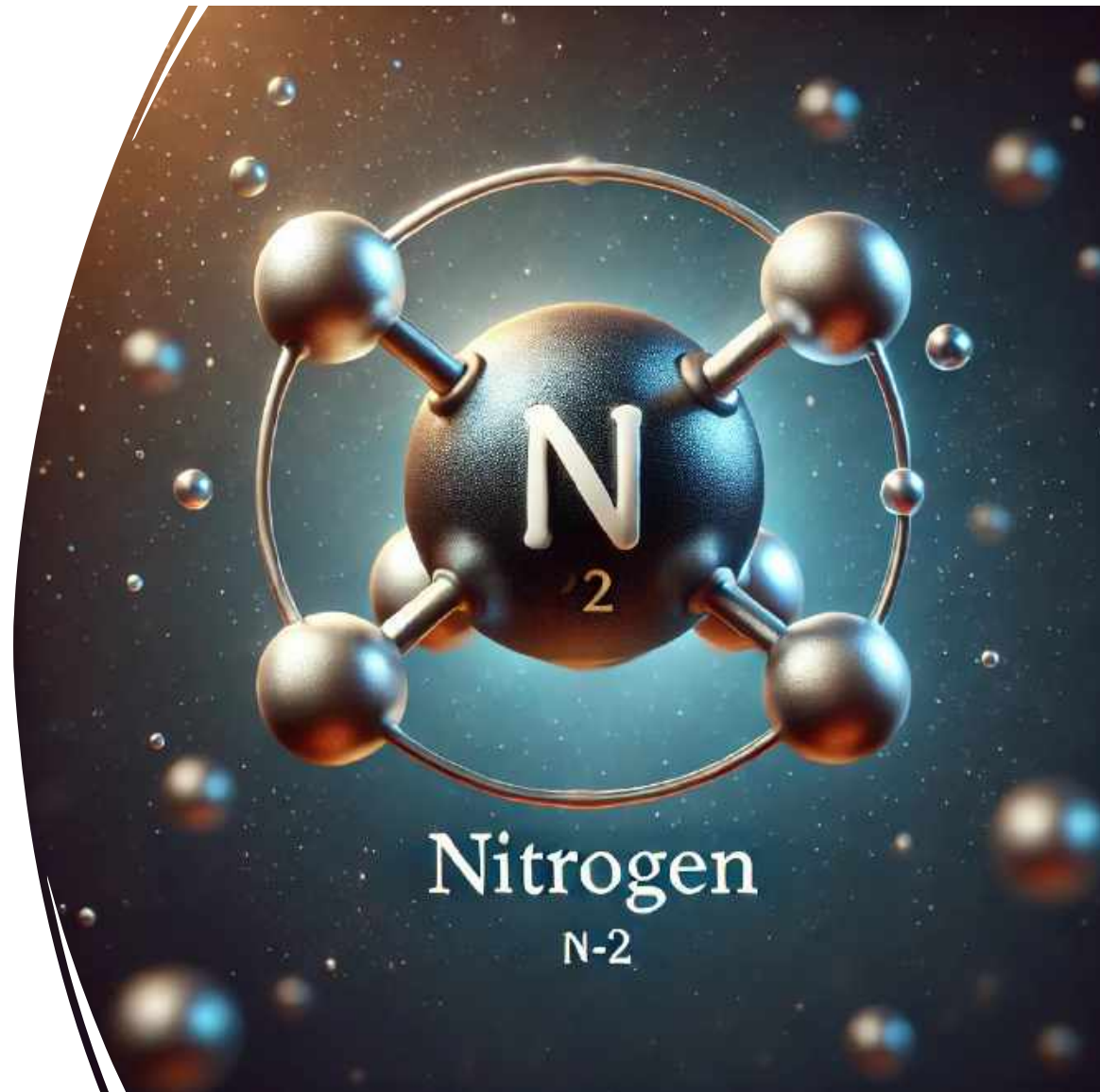
TWO KINDS OF NUTRIENTS

- **Organic: Derived from living organisms**
 - The lessons, sage advice and examples left by others who have gone before you.
- **Inorganic: Derived from minerals**
 - Immutable best practices not subject to change.



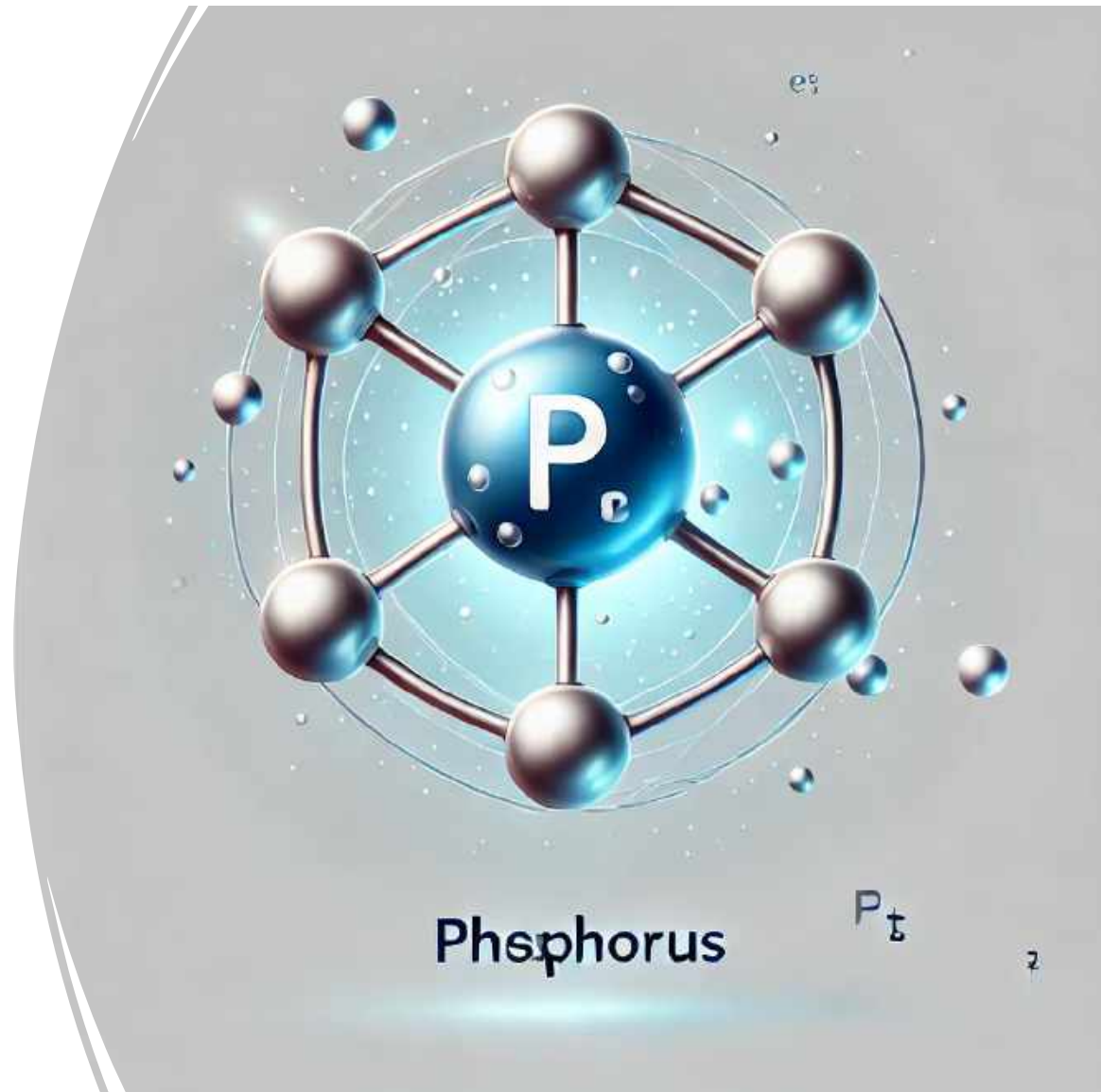
3 PRIMARY MACRONUTRIENTS

- **Nitrogen:** CEO - “Giving birth to” – Innovation. Turning ideas into practical, economically viable goods or services.
- **Role:** Oversees overall growth and productivity, ensuring that the business is expanding and generating the necessary products (proteins, enzymes, chlorophyll).



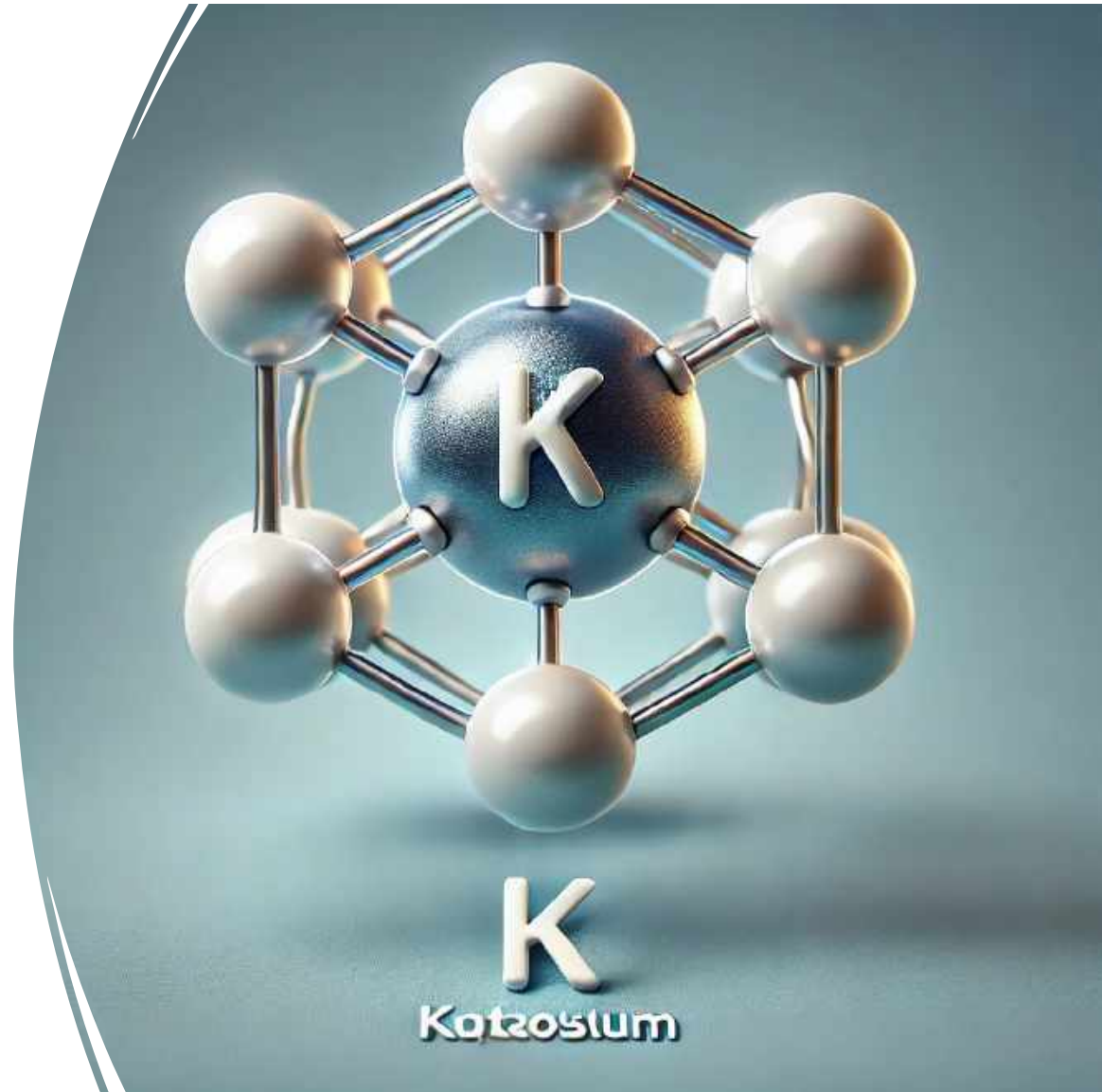
3 PRIMARY MACRONUTRIENTS

- **Phosphorus:** CFO - “light bringing, carrier of light”.
- **Role:** Takes the light energy of God and has a key role in energy transfer. Brings wisdom and rulership. Lights the path. Drives growth and productivity (fruitfulness)



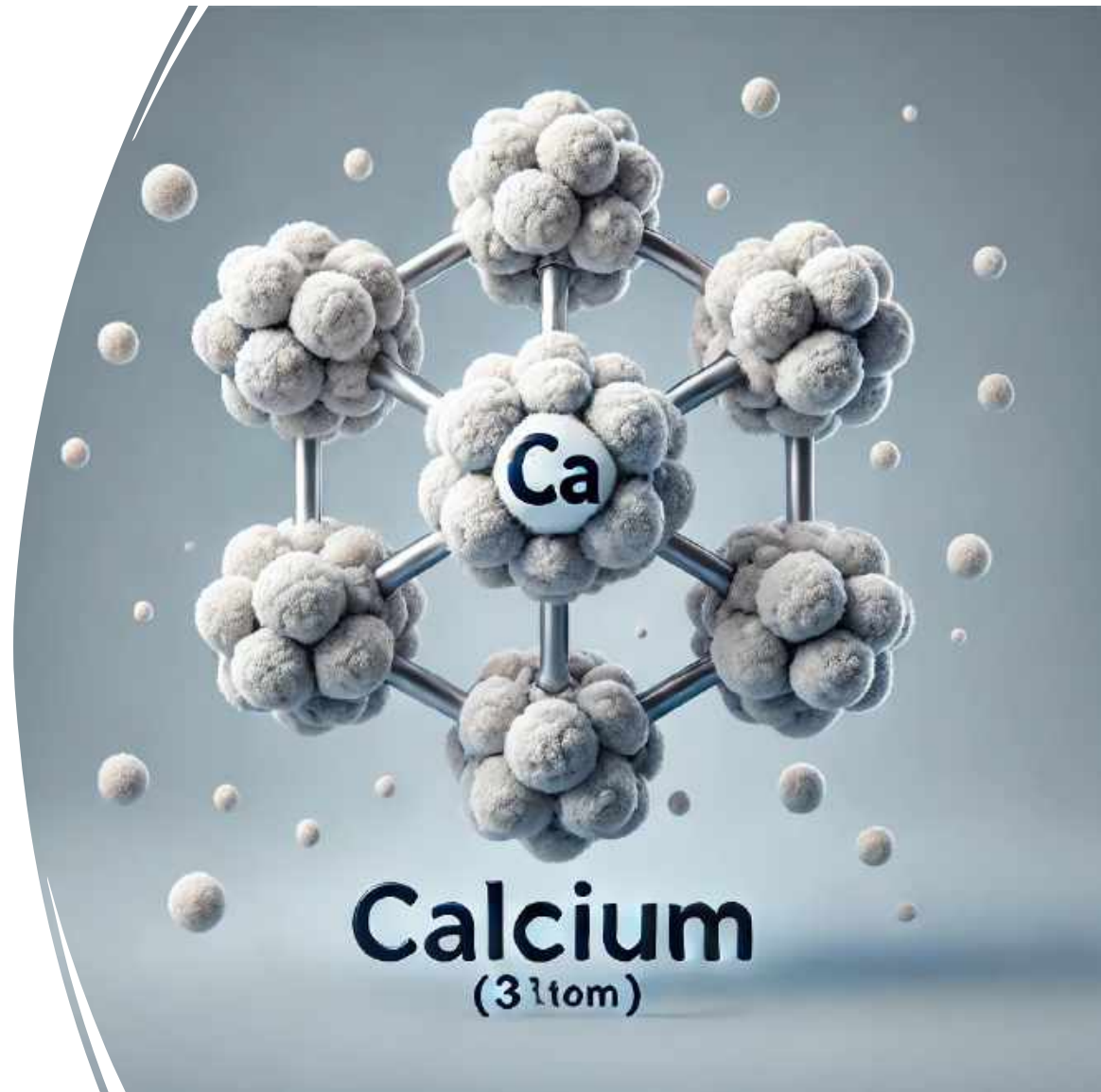
3 PRIMARY MACRONUTRIENTS

- **Potassium:** Operations Manager
- **Role:** Ensures efficient operations and processes, maintaining balance and efficiency (water regulation, enzyme activation, photosynthesis) to foster and sustain growth and scalability (reproduction).



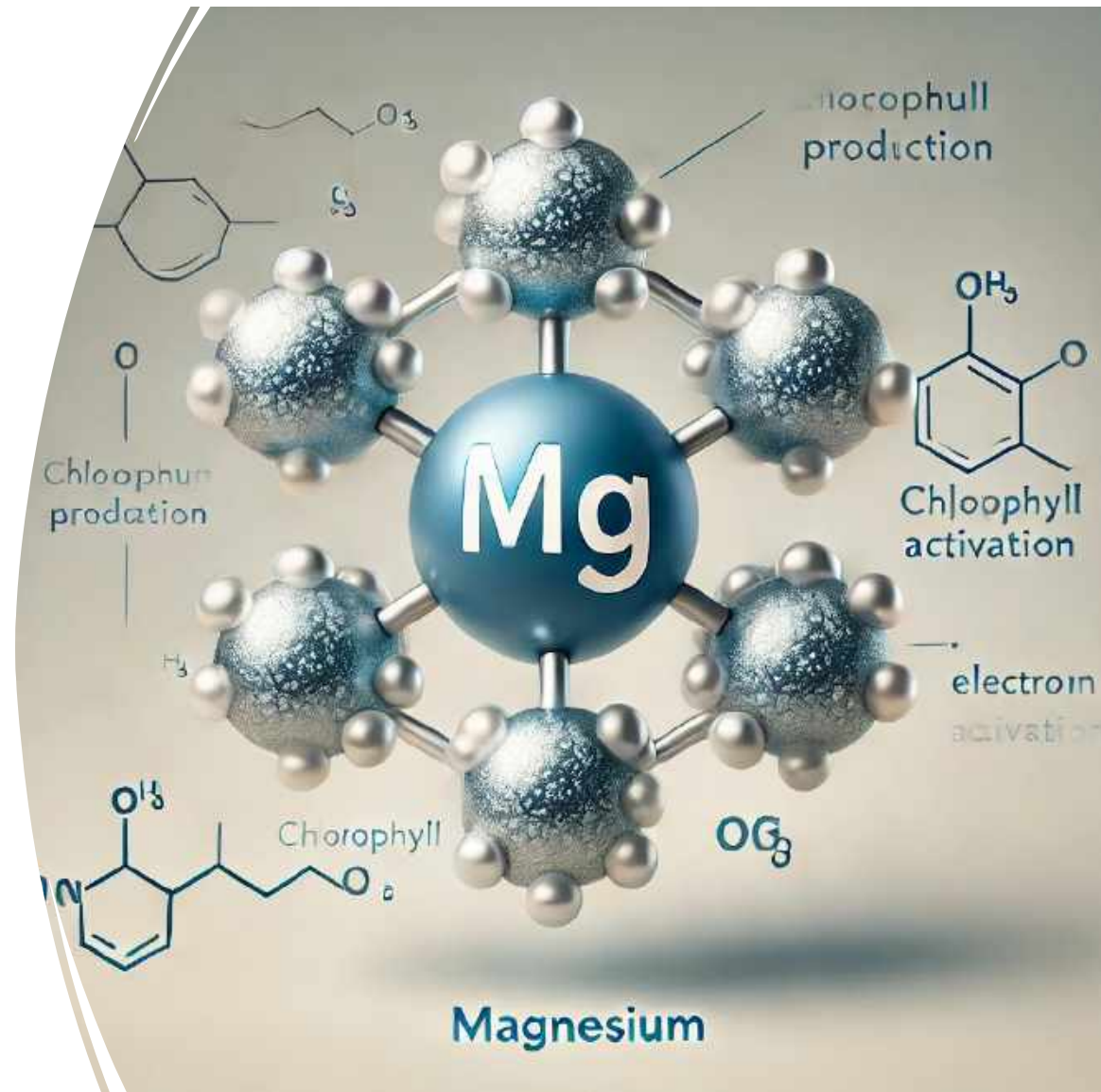
3 SECONDARY MACRONUTRIENTS

- **Calcium:** Structural Engineer
- **Role:** Maintain structural integrity and stability:
 - Control the direction of growth
 - Manage internal pressures
 - Determine when it's time to divide and grow
 - Gatekeeper to determine who and what is allowed in or kept out
 - Internal communications
 - Security against info leaks and protection against bad attitudes or beliefs (pathogens) coming into the company and
 - Stores up resources especially for new releases (seeds).



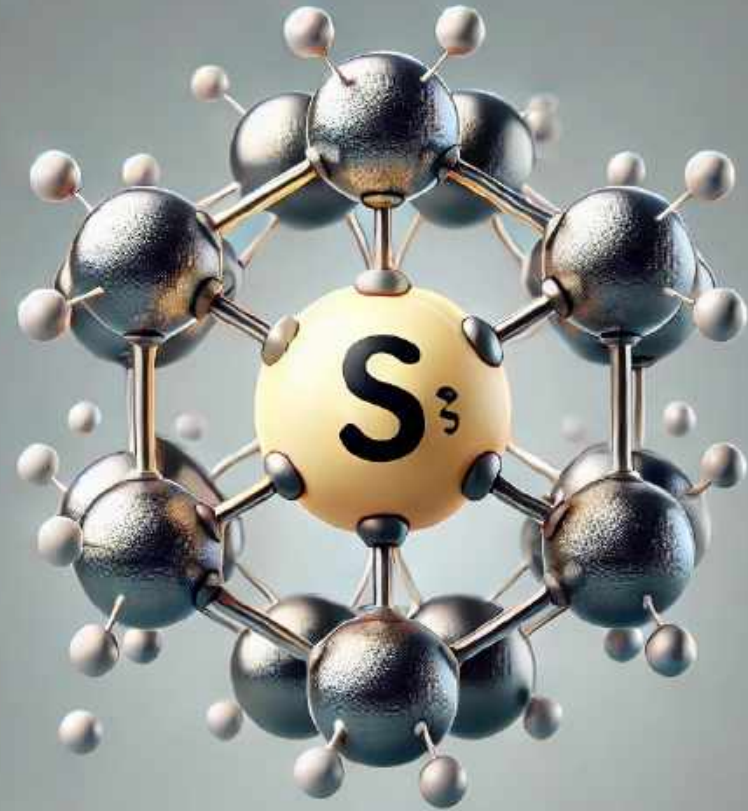
3 SECONDARY MACRONUTRIENTS

- **Magnesium:** Head of Research and Development (R&D)
- **Role:** Drives innovation and development, especially in the critical area of product creation (chlorophyll for photosynthesis). Shortage of magnesium will adversely impact tree growth.



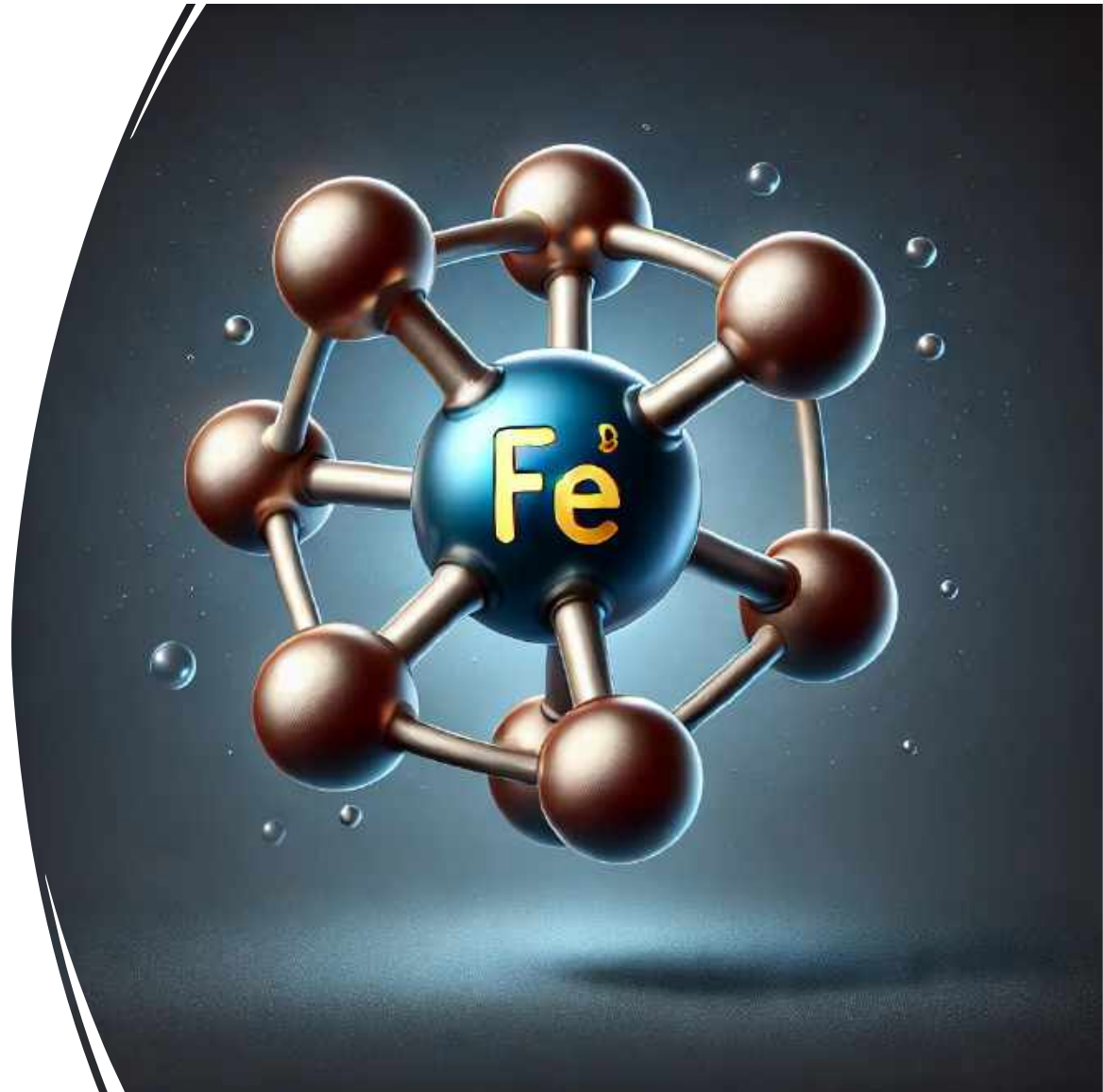
3 SECONDARY MACRONUTRIENTS

- **Sulphur:** Production Supervisor
- **Role:** Oversees the synthesis or recombination of essential products (proteins, enzymes), ensuring quality, health and functionality in all outputs.
- It takes elements and makes something useful without stressing the health of the tree.



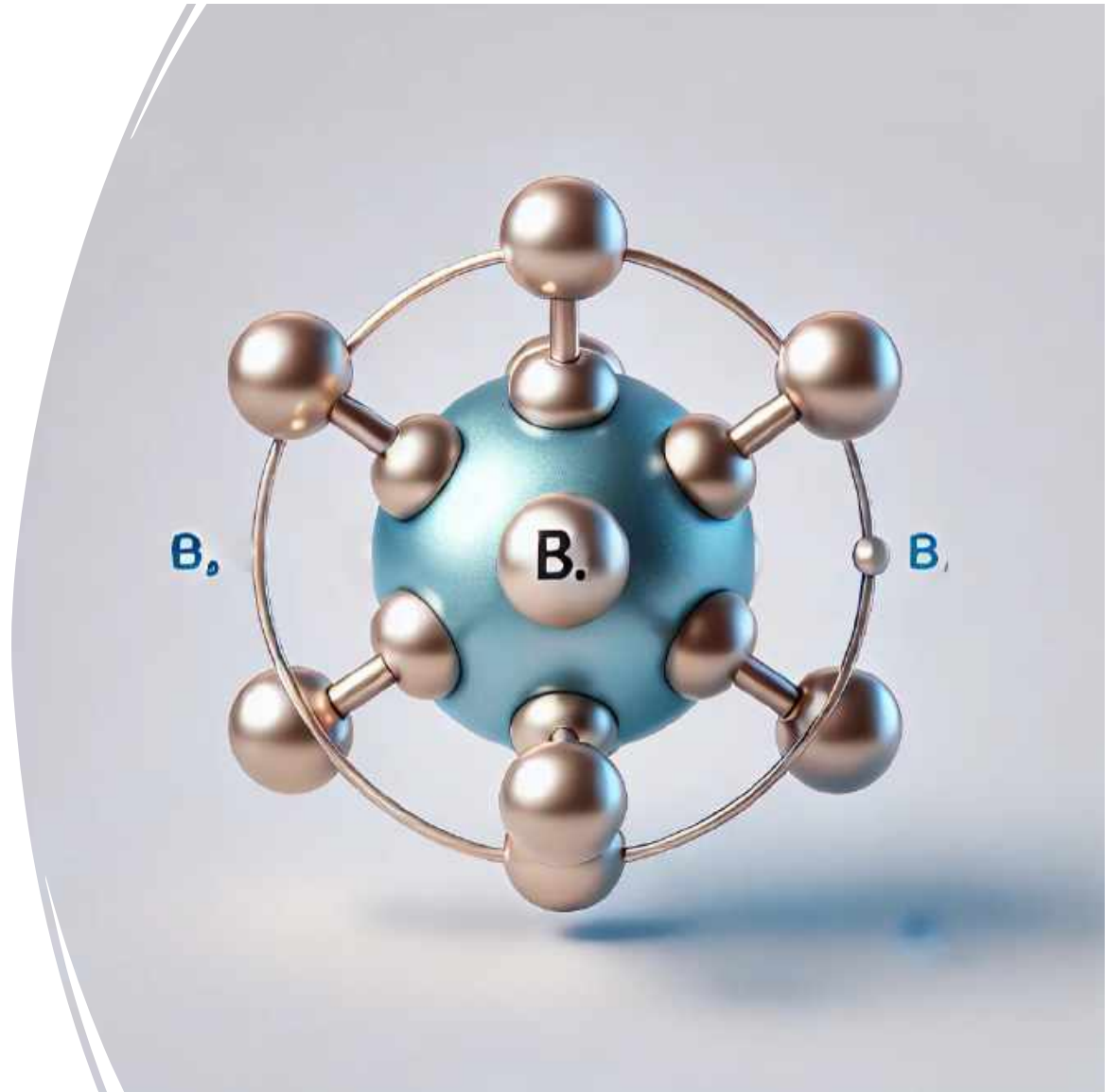
MICRONUTRIENTS

- **Iron:** Chief Technology Officer
- **Role:** Manages key technologies and processes (chlorophyll synthesis, respiration, enzyme activity) to keep the business running efficiently.
- Etymology = powerful or holy.
- It is an Oxygen carrier bringing life and vitality where needed.



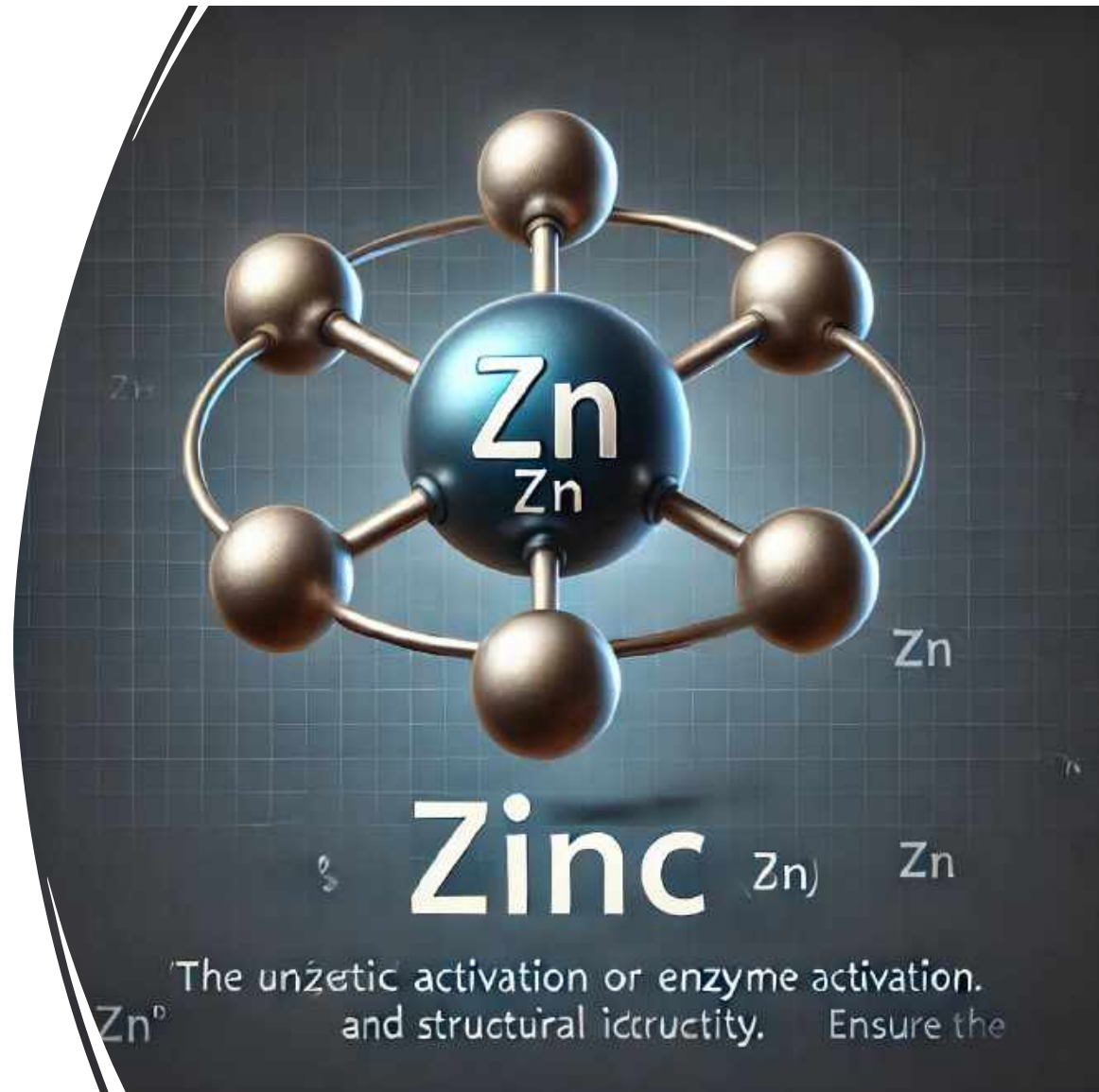
MICRONUTRIENTS

- **Boron:** Human Resources Manager
- **Role:** Focuses on the company's structural and reproductive health (cell wall formation, reproductive development), ensuring a productive workforce.
- Always be recruiting talent. Have a talent acquisition funnel.



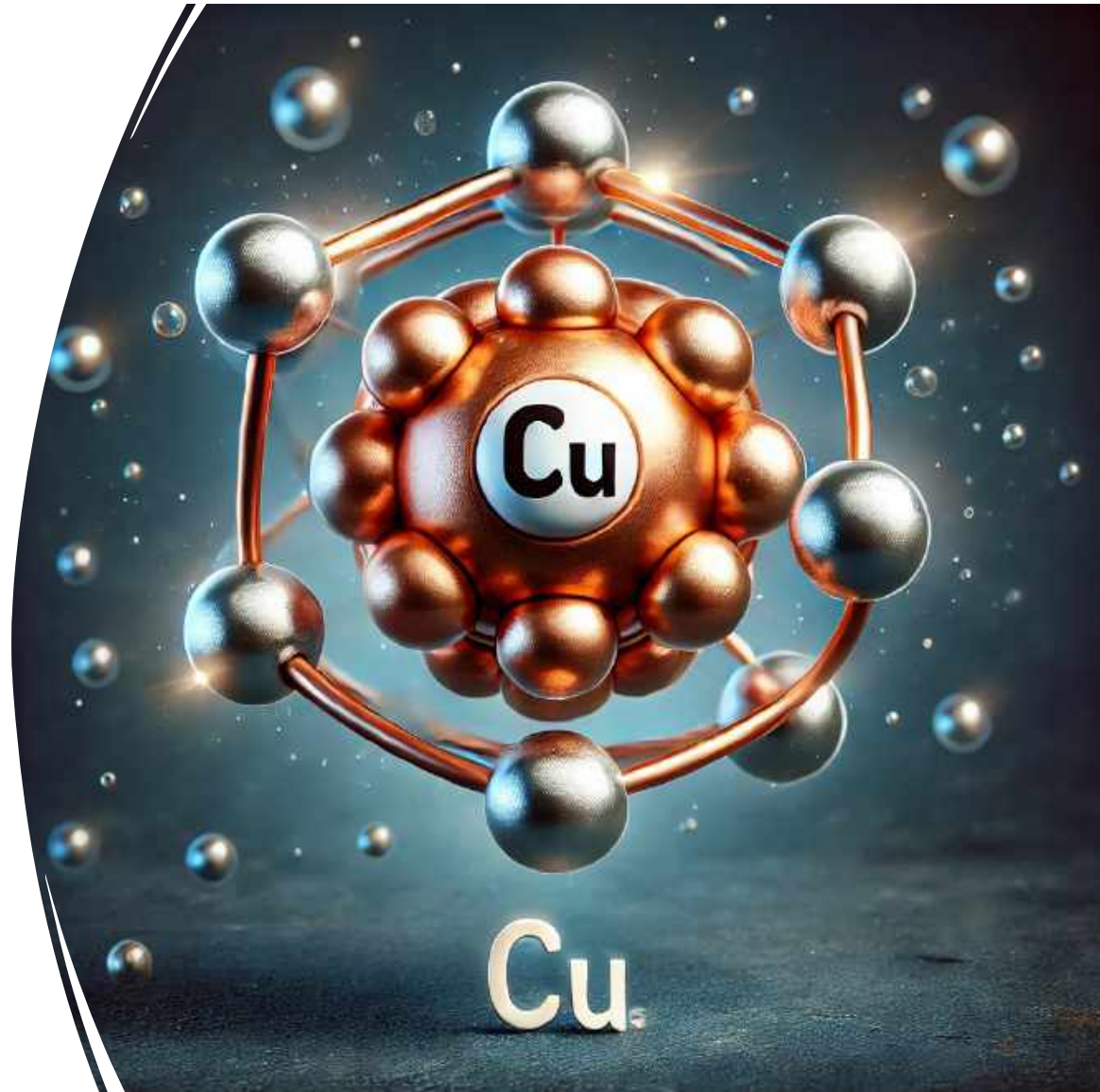
MICRONUTRIENTS

- **Zinc:** Growth Strategist
- **Role:** Plans and regulates the growth strategy of the business (enzyme function, protein synthesis, hormone production).
- High yields are impossible without it. Zinc maximizes yields



MICRONUTRIENTS

- **Copper:** Internal Systems Analyst
- **Role:** Continuous improvement of business processes to increase rate of growth.
- Also serves to intensify flavor and color making the fruit and flower more desirable.



MICRONUTRIENTS

- **Molybdenum:** Efficiency Consultant
- **Role:** It takes great ideas (phosphorus) and turns them into workable, executable plans for implementation.
- It optimizes the company's use of nitrogen (innovation) (nitrogen fixation, nitrate reduction), ensuring efficient and effective resource utilization.



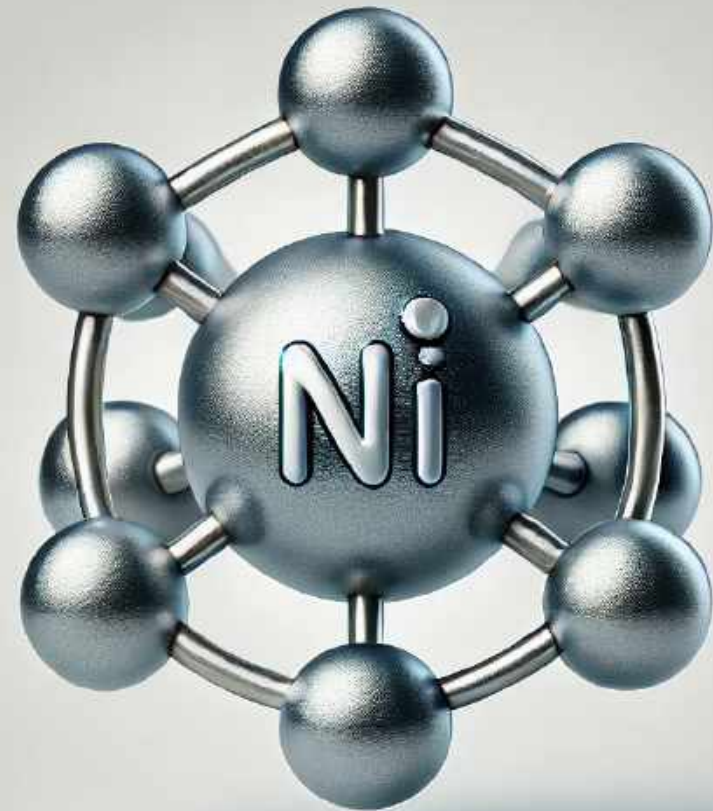
MICRONUTRIENTS

- **Chlorine:** Information Manager
- **Role:** Manages water-related functions (osmosis, ionic balance, photosynthesis), ensuring efficient use and regulation of water resources.
- Manages the distribution of information (training) for better job function.



MICRONUTRIENTS

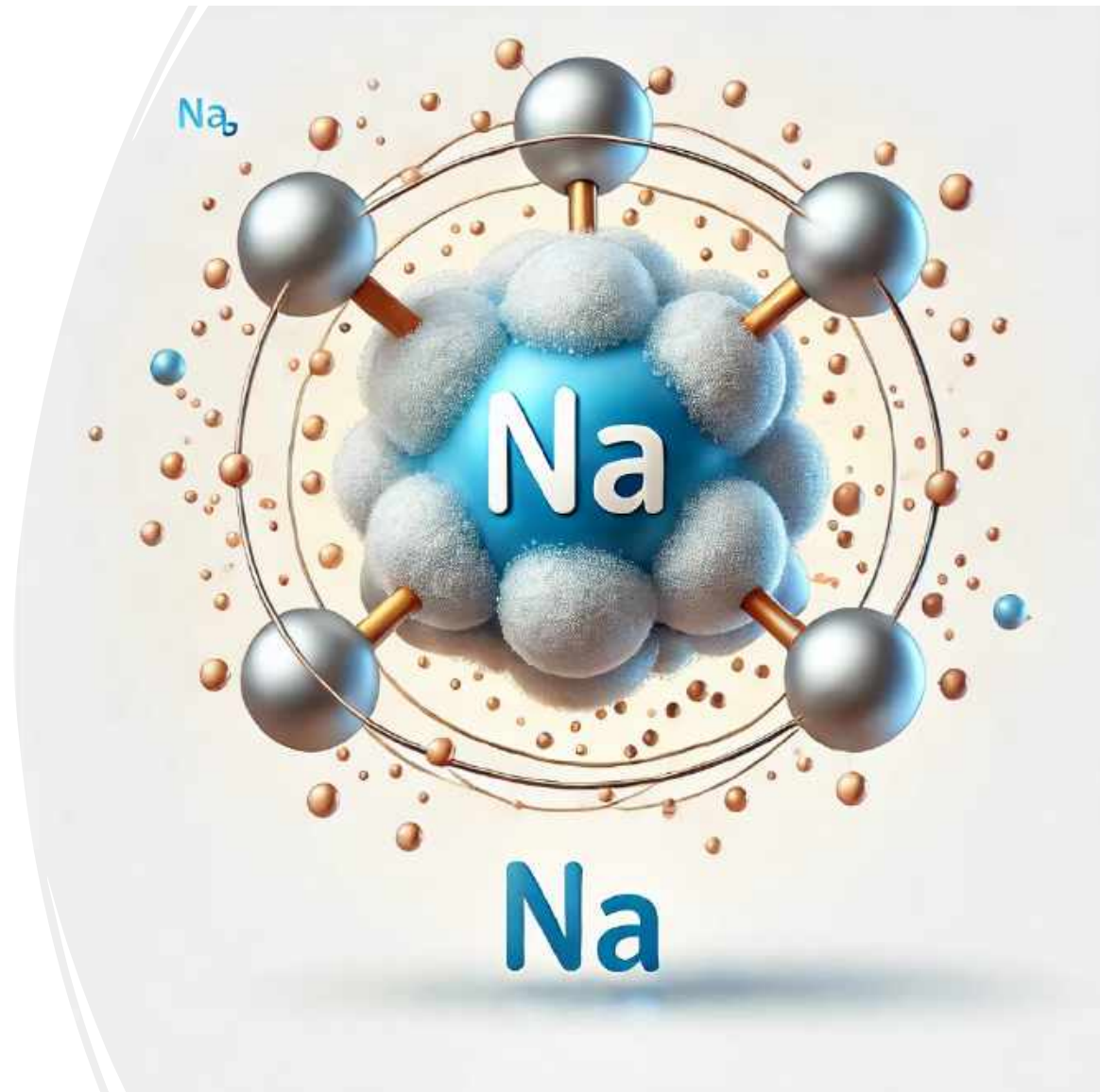
- **Nickel:** Comptroller
- **Role:** Manages the burn rate of resources, especially in the innovation (nitrogen) process. Uses math.
- Track resource usage and yields.
- Think metrics.



Nickel

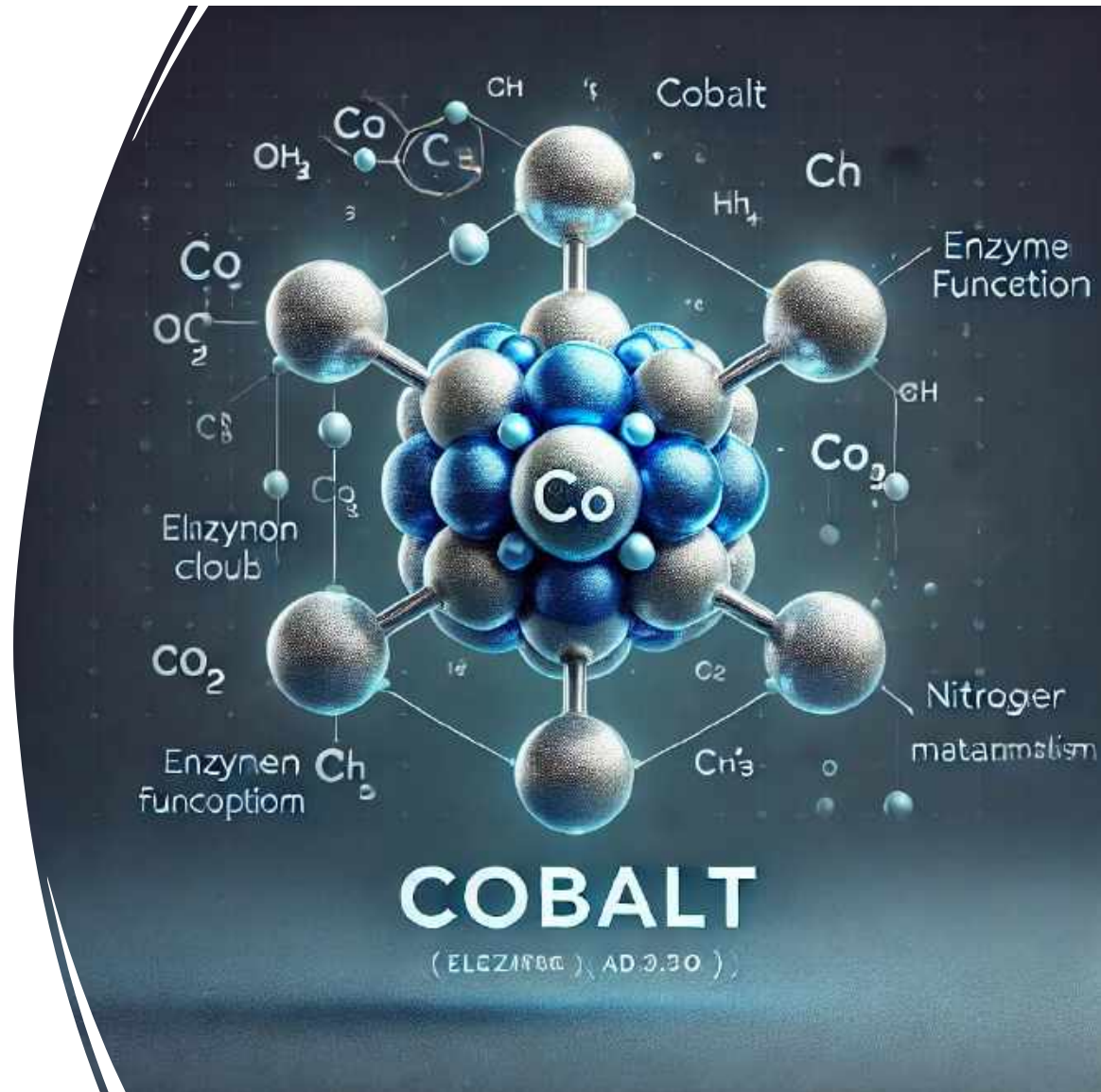
BENEFICIAL ELEMENTS

- **Sodium:** Substitute Operations Manager
- **Role:** Acts as a backup for potassium, ensuring smooth operations in times of scarcity (osmotic balance, stomatal function).
- Have backups for critical roles. Consider cross training.



BENEFICIAL ELEMENTS

- **Cobalt:** Strategic Partnerships Manager
- **Role:** Manages partnerships and symbiotic relationships (nitrogen-fixing bacteria in legumes), enhancing overall productivity.



BENEFICIAL ELEMENTS

- **Silicon:** Risk Manager
- **Role:** Strengthens the company's defenses (cell wall fortification, pest and disease resistance), ensuring resilience against external threats.
- This could include legal oversight, compliance, etc.

