

Three Step Plan

1. “I have a great idea”



2. “I’ ll raise money”



3. “Then I’ ll serve my customer”

Three Step Plan vs Larkin Two Step Plan

1. "I have a great idea"
- ↓
2. "I'll raise money"
- ↓
3. "Then I'll serve my customer"

1. "I have a great idea"
- ↓
2. "I'll serve my customer"

Tactic 1: Minimize the need for funding

Three Step Plan vs Larkin Two Step Plan

1. “I have a great idea”



2. “I’ll raise money”



3. “Then I’ll serve my customer”

1. “Huh! I can solve my customer’s problem.”



2. “I’ll serve my customer”

Tactic 2: Target a specific need of a specific customer / partner