



## Entrepreneurial JOURNEY MAP

### How to use the map

#### Where are you?

Identify your current stage on the journey.

#### What's next?

Look ahead to the next milestone and ask: "What actions do I need to take to move forward?"

#### Who can help?

Connect with local partners & resources that align with your current milestone.

### Phases

#### Dream

**Goal:** to assess the feasibility of a business concept and validate if a business is viable.

#### Launch

**Goal:** to begin business operations and gain traction (customers buying product/service).

#### Scale

**Goal:** to quickly maximize revenue and profit through a streamlining of processes, application of technology or other sustainable efficiencies.

#### Grow

**Goal:** to grow the size of the business by increasing offerings, market and/or customer base.

#### Exit

**Goal:** to exit the business either by selling or closing.



Learn more about Phases & Resources

### Partners



### Economic Development Offices

Simcoe County, Adjala-Tosorontio, Barrie, Bradford West Gwillimbury, Clearview, Collingwood, Essa, Innisfil, New Tecumseth, Orillia, Oro-Medonte, Ramara, Route 93, Severn, Springwater, Wasaga Beach