

BLG Business Growth Program

Course Schedule 2026

Week	Topic	Discussion Topics	Deliverables
1	Founder Growth Assessment & Business Diagnostic	Business assessment, growth barriers, SWOT analysis, founder strengths and weaknesses, growth priorities	Founder Growth Assessment, SWOT Analysis, Growth Priorities Roadmap
2	Customer Discovery & Market Validation	Customer interviews, customer feedback analysis, objection analysis, product-market fit assessment, willingness to pay	Customer Discovery Report, Market Validation Summary, Objection Analysis
3	ICP Refinement, Customer Journey Mapping & Gap Analysis	ICP refinement, customer segmentation, buyer behavior, customer journey analysis, market gaps, white space opportunities	ICP Framework, Buyer Personas, Customer Journey Map, Gap Analysis
4	Value Proposition, Commercial Strategy & Business Models	Value proposition refinement, competitive positioning, differentiation strategy, commercialization strategy, business model optimization	Value Proposition Canvas, Commercial Strategy, Business Model Framework
5	Pricing Strategy, Unit Economics & Founder Resilience	Pricing methodologies, profitability analysis, CAC, LTV, unit economics, founder resilience and mindset	Pricing Strategy Worksheet, Unit Economics Analysis, Founder Development Plan
6	Marketing, Demand Generation & Brand Development	Marketing strategy, branding, positioning, customer acquisition channels, content marketing, demand generation	Marketing Plan, Brand Positioning Statement, Customer Acquisition Strategy, Demand Generation Plan
7	Lead Generation, Prospecting & Sales Materials & Proposals	Prospecting strategies, outreach campaigns, appointment setting, email marketing sequences, sales materials, TCO/ROI	Lead Generation Plan, Create Lead List, Email Marketing Sequence, Create Company Overview Deck, Product Factsheet

8	Go-To-Market Strategy & Sales Fundamentals, Partnerships/Sponsorships, Grants/RFPs	Sales methodologies, sales process design, GTM planning, sales channels, partnerships/sponsorships, revenue generation, closing techniques, grants/rfps	GTM Strategy, Sales Action Plan, Partnership Development Plan
9	Operations, Systems & Project Management	Operating models, SOP development, KPI frameworks, workflow optimization, project management, scalability preparation	Operational Plan, SOP Framework, KPI Dashboard, Workflow Map
10	Technology, AI & R&D Planning	Technology stack assessment, AI implementation, automation, systems integration, innovation strategy, product roadmap	Technology Assessment, AI Strategy, Automation Plan, Product Roadmap, R&D Plan
11	Organizational Design, Team Building & Leadership	Hiring strategy, contractors, advisors, leadership development, organizational structure, culture development	Team Development Plan, Organization Chart, Advisory Board Strategy
12	Finance, Accounting & Financial Forecasting	Financial statements, budgeting, cash flow management, forecasting, financial planning, growth metrics	Financial Model, Revenue Forecast, Expense Budget, Cash Flow Projection
13	Legal Foundations, Risk Management, Governance, Fundraising & Capital Strategy	Contracts, intellectual property, compliance, governance, grants, SBA loans, angel investors, venture capital, capital strategy	Legal Checklist, Risk Assessment, Governance Framework, Capital Strategy Plan, Funding Roadmap
14	Pitch Deck Development, Storytelling, Investor Readiness & Growth Roadmap	Investor presentations, storytelling, communicating value, pitch development, growth strategy, KPI planning, 90-day execution planning	Pitch Deck, Executive Summary, Investor Presentation, Growth Roadmap, Success Metrics Dashboard, 90-Day Operating Plan, Final Presentation

For more information:

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