



# advaita collective

ADVAITA INTEGRATED MEDICINE + GREEN HILL RECOVERY

## Phase 1: Vision

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Objective: In the vision phase, we analyze the overall fit with our own brand, culture, larger vision for growth, and the market.

- Kill Criteria: Brand / Culture / 10 Year Target
- Value Proposition Canvassing
- Backcast (aspirational press release + FAQs)
  - Complete 60 Minute Business Outline

Decision Point 1: Are we inspired to make this a reality?

- Basic pro forma (financial snapshot, assumptions, constraints)
- Feasibility study
- SWOT Analysis (context for decision/initiative)

Decision Point 2: Is this a financially viable initiative / should we continue due diligence?

- Values Analysis, Brand Architecture

Decision point 3: Does it fit for us? Someone else / other brand? Should we pass on it?

## Phase 2: Planning

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Objective: In the planning phase, we begin planning for the initiative, using our network and experience to analyze the specific risks, opportunity costs, and assumptions needed to make the project a reality.

- Kill Criteria: NPV analysis, Buy vs build analysis, 'external blessing'
- Network: Who has solved this problem before?
- Inversion: What must we avoid to make this a reality?
- Assumptions & Constraints
- Opportunity Costs: What are we choosing not to do if we choose this path? *Focus on time of individuals involved and the necessary tradeoffs they will face if they dedicate time to this project/initiative.*
- Outsource / M&A: What should we do in-house?

Decision Point 4: Are we ready to move into deliberate planning and execution?

## Phase 3: Execution

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- Kill Criteria

- Gantt Chart
- Pro Forma
- Marketing Plan
- Likely pitfalls
- Finish Pro Forma
- Real Estate
- V/TO
- Accountability Chart
- Scorecard

Decision Point 5: Do we continue?