Core Process

- Define a profitable product/service idea
- Decompose in viable components
- Formulate the tasks to produce the components
- Take dependencies into account
- Assign resources to accomplish the tasks
- Schedule the tasks for production
- Review and check if everything is in place
- Do a dry-run / fix / rerun to make sure everything works
- Estimate turnaround time and needed budget
- Make a business decision whether to continue or not
  - **NO** — Re-assess product/service idea and start over
  - **YES**
    - Choose marketing components
    - Produce components
    - Assemble product/service