

STAGES IN THE GROWTH OF A BUSINESS NETWORK

- **Readiness**

Lead firms, or Alpha firms, develop competence for interfirm collaboration

- **Feasibility Study**

Lead / Alpha firm seeks a new business opportunity and new business partners

- **Business Plan**

Lead / Alpha firm confirms the opportunity and the partners in a detailed business plan

- **Business Operations**

Lead / Alpha firm and partners implement the business plan to work