

FREE!



For Founders, Tech Innovators, Digital Creators,
and Service Providers

“Solution-First in the Age of AI”

One Page Cheat Sheet & Guidance

Go From Idea to \$1M+ ARR in 9 Stages Starting
with Solution Design NOT Build Tools

SOLUTION-FIRST APPROACH



LAUNCH & SCALE

Launch a
new product



AI AUTOMATION

Streamline
operations



STRATEGIC PIVOTS

Adapt your
business

Run Lean, Grow Fast, Keep Control, & Pivot Strategically

www.r3framework.com

R3 FRAMEWORK
PRODUCT LAUNCHER

The **Team of Six and R3 Framework (TOS+R3)** aren't just methods—they're a proven execution model designed to accelerate traction, simplify operations, and unlock scalable growth for digital businesses. Now, with AI agents and intelligent automation reshaping every industry, we're entering a new era of leverage and speed.

This one-page cheatsheet reveals how TOS+R3 helps founders structure **innovation, resourcing, and prioritisation**—the three drivers of momentum. The multifaceted system is designed to reduce failure risk, run lean, grow fast, maintain control, and pivot strategically. Use this page to spot gaps, then check the bonus pages to explore how to close them.

FIVE KEY LESSONS TO CUT 99% OF FAILURE

Have you maximized these in your business?

1. Maximize Execution Model

Structure your business around six customer-centric processes and six lean roles. Whether solo or scaling, this gives you the model to execute with clarity and precision.

2. Maximize Market Validation

Make your first pivot count. Align offer, product, and funding before scaling. Paid pilots, validated messaging, and carving out a category of one are the new traction.

3. Maximize Quarterly Results

90-day sprints, R3 review and planning, and your Going-In Position document keep your team aligned and momentum high.

4. Maximize New Opportunities

Track, test, and sequence strategic moves—follow-on products, partnerships, or platform plays—so you never plateau or get overtaken.

5. Maximize Investor Confidence

Even if you're not fundraising, prepare like you are. Strong business cases, competitive insights, and operating clarity will open doors when you're ready.

NINE STAGES FROM IDEA TO SCALE

Can you clearly track results by stage?

1. **Idea Stage:** Become an Idea Machine
2. **Business Model:** Dissect the Vision
3. **MVP Stage:** Illustrate the Business Model
4. **Early Adopters:** Raving Fans Only
5. **First Funding:** Execution Seals Deals
6. **Team Forming:** Maximize Six Roles
7. **Product Selling:** Repeatable Model
8. **Growth Stage:** Continuous Redesign
9. **Pivot or New Offers:** Cycle Repeats

TEAM STRUCTURE

Do you have a scalable team structure?

Whether acting as a solopreneur or growing team, clearly defined roles allow you to scale. Team of Six uses just roles:

- **Capital Controller:** Manages tracking, cash flow and funding
- **Monetization Architect:** Owns offers & market validation
- **Demand Alchemist:** Drives demand generation and capture
- **Systems Engineer:** Optimizes processes, practices, and performance
- **Strategic Operator:** Establishes advanced management, flywheel, and culture
- **Platform Manager:** Owns product dev, systems, ops, and suppliers.

INNOVATION CYCLE

Are you iterating fast enough to stay ahead?

TOS+R3 is optimized into four unique sprints which can last from 30-90 days:

Sprint 1 – Positioning

Sprint 2 – Sales Process

Sprint 3 – Scalable Operations

Sprint 4 – Hybrid & Optimization

AI AUTOMATION AND LEVERAGE

Are AI agents integrated into your processes?

It's vital to define processes and then select the best solutions. At a minimum agents should be deployed to serve:

- Knowledge base
- Content publishing
- Lead generation.

The R3 Five Layer Model

Powering your AI-First Transformation

Level 1: Team of Six and R3 Framework
Define your business model, transformation roles, scorecard, metrics, and strategic foundation.

Level 2: Sprint Layer
Implement structured action planning, workplans, and review cycles to drive execution.

Level 3: Business Process Layer
Design customer-centric workflows—clearly mapping where humans and AI intersect.

Level 4: AI Agent Layer
Deploy AI agents to run defined workflows using tools like ChatGPT, Make, and n8n.

Level 5: Cloud Layer
Leverage infrastructure for hosting, performance optimization, and data orchestration.

Understanding the Five-Layer Model

The Team of Six and R3 Framework execution model organizes your business into five execution layers—designed to take you from idea to intelligent automation and \$1M+ ARR. It starts with your existing business model.

- **Layer 1: Team of Six & R3 Framework:** This is your foundation. You define your business model, transformation roles (the Team of Six), scorecard, metrics, and strategy. Everything starts here—before agents, before operations, before scale.
- **Layer 2: Sprint Layer:** Here, you bring discipline to execution using 90-day sprints. This includes action planning, your workplan, and review cycles. The goal is to test, iterate, and build momentum rapidly.
- **Layer 3: Business Process Layer:** With direction and velocity in place, you then design end-to-end customer-centric workflows. These clarify who does what—human or AI—and how transformation actually happens in your business.
- **Layer 4: AI Agent Layer:** This is where automation takes shape. You now build AI agents to perform specific tasks inside your workflows using tools like ChatGPT, Make, and n8n.
- **Layer 5: Cloud Layer:** The final layer houses everything—your infrastructure for hosting, performance management, data handling, and long-term scale.

Whether you're a solopreneur or a fast-growing team, this layered approach turns abstract strategy into practical execution—anchored in roles, powered by sprints, and brought to life by automation.

1. You Are Here

Team of Six Cheat Sheet and Overview

Your starting point: understand the structure and the five things to maximize. Get a full overview.



2. Read the Book

The Full Story + Execution Model + Case Study

Learn how the system was born—and how “Max” went from idea to scale in 9 stages and did so while sleeping well at night.



3. Watch the 60-Min Webinar

Five Layers of Execution

Identify your growth constraints and unlock AI-powered execution with the R3 Method.



4. Explore the Framework and Tools

Digital Products + Execution Templates

Apply the system with plug-and-play tools, mini-courses, and workflows.



5. Transformation Sprint or Strategic Pivot

TOS:90 Accelerator

First sprint with unlimited expert guidance to install the execution model and validate offers, product, and funding with success gates. Validation through \$10K-\$100K pre-sales.



6. Accelerate to \$1M-\$10M ARR & Growth Rate

R3 Growth Accelerator

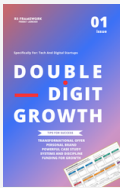
Install sprint system with expert guidance to drive revenue and retention: build an automated sales process, scalable ops, & hybrid to close gaps. Develop AI agents for all processes.



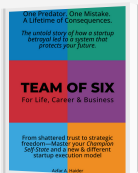
7. Always-On Support

App + Community + Members Area

Resources that grow with you and enable team collaboration using the Team of Six concepts.



More Info



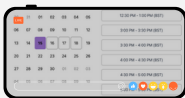
Get Book



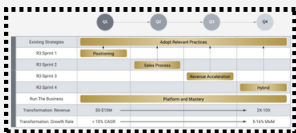
Webinar



Video Introduction



Book Call



The Book That Sparked the TOS+R3 Execution Model

This is more than a methodology book—it’s a story of what happens when you build without protection and why a new & different way is needed in today’s society.

The Team of Six and R3 Framework weren’t dreamed up in theory. They were born from real-world pain: a \$10M equity betrayal, a cofounder takedown, and a startup that was destroyed from the inside. Instead of walking away, the founder reverse-engineered every failure—creating a radically different model that now helps founders go from idea to scale with clarity, control, and speed.

In the book, you’ll learn:

- 1. Why most startup advice fails to protect founders
- 2. The true story of a Silicon Alley betrayal—and what it revealed
- 3. How to structure your team and process for faster growth
- 4. The five equity risks—and how to neutralize them early
- 5. A practical blueprint for building a business that lasts

If you’re serious about building a smarter business with less stress and higher odds of success, this book is your next move.

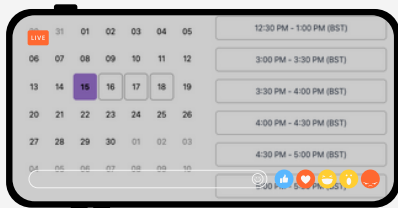
Click here
to learn more



Want Expert Eyes on Your Business? Book a Free 45-Minute Audit

On this complimentary 45-minute call we’ll discuss your current business plan, priorities and execution model. We’ll apply the **Team of Six and R3 Framework** five lessons to explore room for improvement and the value of a strategic pivot at this time. At the end of the meeting we’ll share recommendations and resources that could help you. Call slots are limited so book now to save your place.

Click here
to schedule



This is your toolkit. Whether you're validating an offer or scaling a team, these are the systems to build momentum—fast.

Inventory of Framework Deliverables and Business Analysis Tools

EXECUTION FLOWS (TRANSFORMATIONS)

- R3 Growth Stages (9-step flow)
- R3 Positioning Kickstart (9-step flow)
- R3 Offer Acceleration (9-step flow)
- R3 Funding Acceleration (9-step flow)
- R3 Sales Automation (9-step flow)
- R3 Content Publishing (9-step flow)
- R3 Messaging Blueprint (9-step flow)
- R3 Redesign Scalable Ops (9-step flow)
- R3 Mastery (3-step flow)
- R3 Platform Management (6-step flow)
- R3 MVP Prototyping (9-stp flow)

TEAM ACTIVATION TOOLS

- Team of Six Book
- Team of Six Roles and Responsibilities
- Team of Six Kick-off Workshop Agenda
- Community Group

BIG PICTURE TOOLS

- R3 Framework Map
- R3 Framework Checklist
- R3 Roadmap
- R3 Sprint Timeline
- R3 Review & Planning Workbook
- R3 Double-Digit e-Magazine
- R3 Action Plan
- R3 Business Model Method
- R3 45-Min On-Demand Workshop
- R3 Personal Positioning Statement Builder
- R3 COVBI Impact Statement Analyser

EXECUTION COMPANION GUIDES

- R3 Strategic Plan Guide
- R3 Quarterly Sales Plan Guide
- R3 Investment Pitch Crush Guide
- R3 Content Planning Guide
- R3 Perfect Lead Magnet Guide
- R3 7-Figure Checklist
- R3 Social Media Essentials
- R3 Sprint Roadmap
- R3 Positioning Guide
- R3 Market Shift Presentation Guide

DESIGN FRAMEWORKS

- R3 Target Market Analysis Cheat Sheet
- R3 Currency Value Analyser
- R3 Avatar Goals Analyser
- R3 Currency-Value Scale
- R3 Delivery Vehicles
- R3 Gaps and Friction Analyser
- R3 Customer Avatar Worksheet
- R3 Gains and Pains Value Proposition
- R3 Core Message Primer Worksheet
- R3 Core Message Creation Worksheet
- R3 Business System Worksheet
- R3 Point of View Template
- R3 Category Blueprint Formation
- R3 Roadmap Recon
- R3 Critical Items Filter
- R3 Roadmap Consolidation Framework
- R3 Roadmap Action Items
- R3 Marketing Value Ladder
- R3 Content Outliners
- R3 Campaign Storyline Worksheet
- R3 One Page Strategic Plan Worksheet
- R3 Investment Pitch Crush Worksheet
- R3 Review Review Worksheet
- R3 Content Planning Worksheet
- R3 Content Scheduler
- R3 Quarterly Sales Plan
- R3 Positioning Cheat Sheet
- R3 Transformation Matrix
- R3 Perfect Lead Magnet Cheat Sheet
- R3 \$1M+ Digital Mastery Cheat Sheet

All items listed are part of the **Team of Six and R3 Framework** digital products. These explain the system and how to use them to maximize your idea or opportunity. To learn more and get instant access click below and watch the short video:



Video Introduction