

	Inception	Early/Hyper Growth	Late/Stable Growth	Maturity	Decline
Leader	<u>MP</u> Find Product-Market Fit	<u>MP</u> Accelerate Market Growth	<u>MP</u> Protect/Grow Your Cusotmers + <u>MD/PD/DV</u> Start Next Growth Curve	<u>MP</u> Consolidate + <u>MD/PD/DV</u> Next Growth Curve	<u>MP</u> Sunset + <u>MD/PD/DV</u> Next Growth Curve
Challenger			<u>MP</u> Attack Leader + <u>MD/PD/DV</u> Start Next Growth Curve		
Follower			<u>MP</u> Redefine Market + <u>MD/PD/DV</u> Start Next Growth Curve		