



IGNITE Scaling Your Business Smartly – Horizon Expansion Map

Introduction:

Plan new markets with the Horizon Expansion Map, inspired by IGNITE: GROWTH – Scaling Your Business Smartly (Chapter 6). Use Walsch’s purpose-driven approach to expand strategically. Download at <https://phillipmatthew.com/ignite/resources> and track in Google Docs, Sheets, or paper.

Instructions:

- Complete Fields: Fill each section to plan market or product expansion. Review monthly for alignment.
- Track Progress: Use Google Forms, Sheets, Docs, Notion, or paper (see User Guide at <https://phillipmatthew.com/ignite/resources>).
- Review with Mentor: Book a call with Phil at <https://phillipmatthew.com/book-a-call/> to refine expansion plans.

Market/Product	
Research Data	
Pilot Plan	
Success Metric	
Mentor Feedback	

Example: Market/Product: Asian e-commerce; Research Data: 30% growth in demand; Pilot Plan: Test Shopify store; Success Metric: 100 sales/month; Mentor Feedback: Focus on local partnerships.