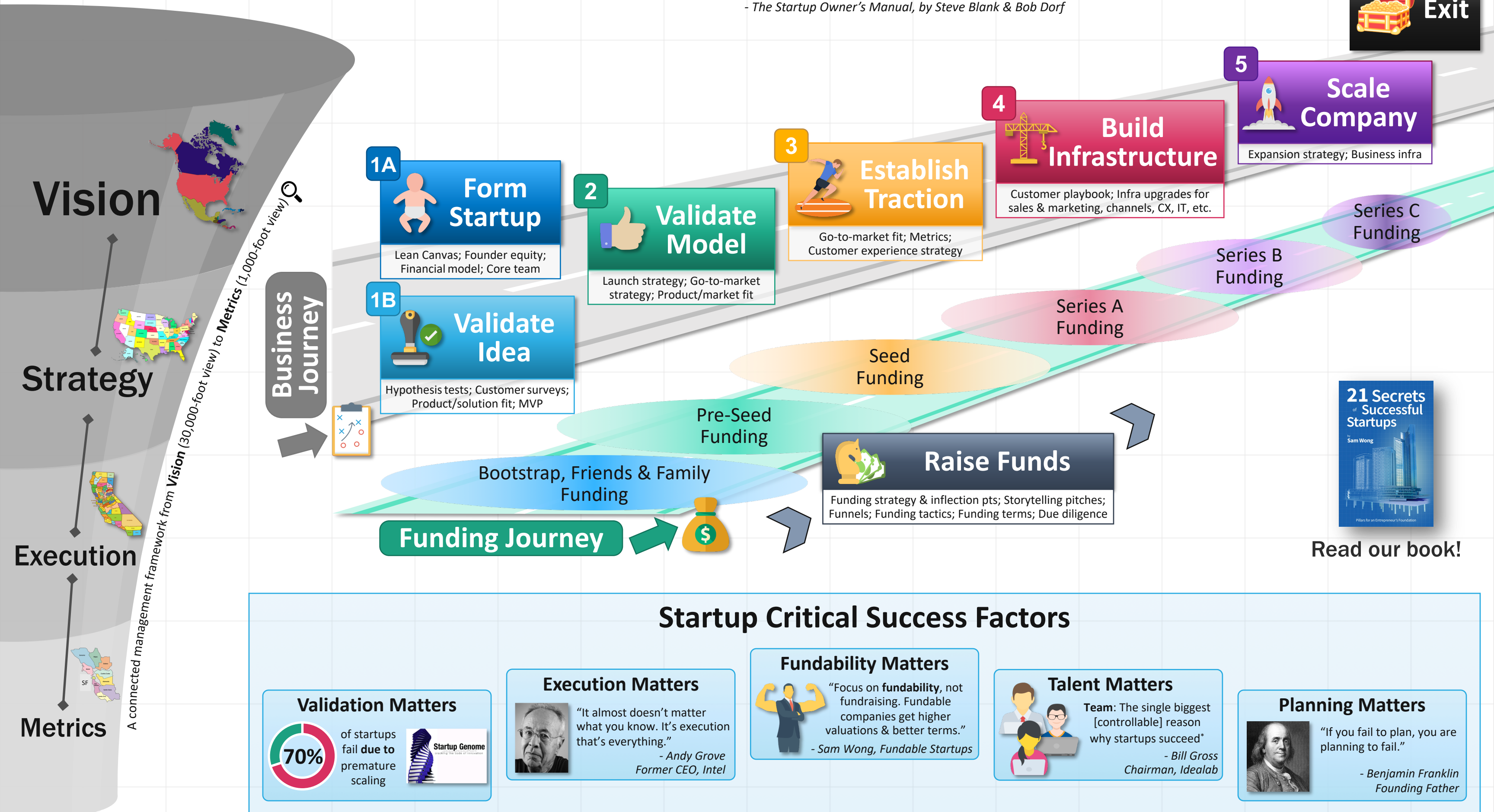


The Startup Execution Roadmap

Vision Layer (High-Level Concepts)

"A **startup** is a temporary organization in search of a scalable, repeatable, profitable business model."
- *The Startup Owner's Manual*, by Steve Blank & Bob Dorf



The Startup Execution Blueprint

Strategy, Execution and Metrics Layers (Mid- & Low-Level Details)



Exit



Scale Company

Build Infrastructure



Establish Traction



Validate Model

Form Startup

Lean Canvas
1-page business plan

Problem	Solution	Key Metrics	Unfair Advantage	Revenue Streams	Cost Structure
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Financial Model
A defensible 3-year, bottoms-up, scenario-driven, monthly projection

Cap Table
The authoritative ledger of startup ownership

83(b)/409A
IRS treatment of stock options / deferred comp

83(b)
Election

409A
Compliance

QSPS
Compliance

HR Infra

Legal Infra

Talent Strategy

Finance Infra

Founders Agmts: SPA, PIIA, Employment, etc.

Lean Canvas / Biz Model Canvas

Founder Readiness

Founder Roles

Formation Package

Static equity vs. Slicing Pie

Validate Idea

Product Strategy
Features, advs, benefits, competition, MVP

Validation Strategy
Surveys, interviews, Wow factor score, etc.

Marketing Strategy
Value, branding, PESO PR, etc.

MVP Process
Validated learning with least effort

Sales Strategy
Revenue model, growth, industries, segments, etc.

Biz Dev Strategy

IP Strategy

Sales Funnel

Launch Strategy
Beta, soft, & public launches

Product Dev Cycle
Build, measure, learn

Low-Level Inflection Pts
Product, Sales & Mktg, Biz Dev, IP

Inflection Pts
A milestone that dramatically increases the startup's value

Funnels

Key Roles
• CTO/Technical lead
• Non-founder sales
• Product mgmt, etc.

Go-To-Market Strategy
Benefit, cost, confidence of acquisition channels:
• SEO
• Sales
• Email
• Content
• Social media
• Paid ads
• Network effects
• Partners, etc.

DevOps Infra

MVP
Current State, Earliest Usable, Earliest Showable, Earliest Testable, Earliest Loveable, Earliest Unloveable

“Customer Discovery”

Product/Market Fit
The intersection of product feasibility, market desirability, business viability.

Product/Market Fit
Problem/solution fit, early traction, growth engine, cohort metrics, feedback, experiments

Metrics
Measure to improve. Report to accelerate.

Metrics Infrastructure
• Basic: find, use, pay
• Adv: LTV/CAC, BET, quick ratio, etc.
• Acquisition, activation, retention, referral, revenue
• Rev Model: SaaS, usage, ads, marketplace, etc.

“Customer Validation”

Customer Playbook
A documented and proven set of repeatable tools to win, activate, retain and grow customers.

Customer Experience Infra

IT Infra

Channels Infra

Sales & Marketing Infra

Expand Team

Biz Intelligence Infra

Product Mgmt Infra

Pro Services Infra

Tech Support Infra

Expansion Strategy
• Geographies
• Segments
• Adjacencies
• Industries
• Solutions

Business Infra
• Team
• Processes and Controls
• Systems
• Policies
• Governance

Raise Funds

Funding Strategy
Raise the right amount at the right time from the right sources using the right vehicle

Funding Strategy
Approach, sources, vehicles, targets

Due Diligence Infra

Fundraising Funnel

Funding Tactics

Funding Terms

Pitch Decks & Storytelling

Funding/Sales Funnels

Graphical tracking & reporting of fundraising & sales

Financial Model

Bottoms-up, parameterized monthly financial model

Product User Stories

Product feature prioritization tool

Inflection Point Gantt

Fundraising inflection point roadmap

Tools to Simplify Execution
Easy-to-use templates included with our training classes

A connected framework from high-level concepts to low-level implementation.

Vision

Strategy

Execution

Metrics