

Founder Roadmap

Stage	Key Questions	Action Step
<p>INSPIRE</p> <p>Do we want to start a company?</p>	<ol style="list-style-type: none"> 1. Do we have a commercializable idea? 2. Does our team have the skills needed to start? 3. Can we potentially make a 10x better version of the existing alternatives? 4. Are we ready to take a calculated risk on this? 	<p>Attend startup events like hackathons, 1 Million Cups, and Open Coffee</p>
<p>VALIDATE</p> <p>Should I pursue this particular idea?</p>	<ol style="list-style-type: none"> 1. Is there a problem worth solving? 2. Are customers willing to pay to solve this problem? 3. Is the market big enough to build the kind of business we want? 4. Are we the right team at the right time? 5. Is this a business we want to run? 	<p>Conduct customer discovery interviews</p>
<p>TEST</p> <p>Will customers pay me to solve this problem?</p>	<ol style="list-style-type: none"> 1. What features does our prototype need to have to solve our customer's problem? 2. What features can we avoid building now while still creating the value we've promised? 3. Will customers pay us to solve this problem? 	<p>Test a very quick prototype or demo (Wizard of Oz, concierge, or other non-scalable testing techniques)</p>
<p>ACCELERATE</p> <p>What is the repeatable business model?</p>	<ol style="list-style-type: none"> 1. What does our Go To Market strategy look like? 2. How will we reach customers beyond our early adopters? 3. What is the best pricing model? 4. What is the repeatable, scalable process for turning non-paying users into customers? 	<p>Run small cohort experiments with early adopters</p>
<p>GROW</p> <p>Can we reach product/market fit?</p>	<ol style="list-style-type: none"> 1. Who do we need to add to our team to build & distribute our product? 2. What features do we need to build into our core product now and in the future? 3. What does our sales process need to look like? 4. Who could we partner with for distribution, investment? 	<p>Hire a team, build a product, and scale the business</p>