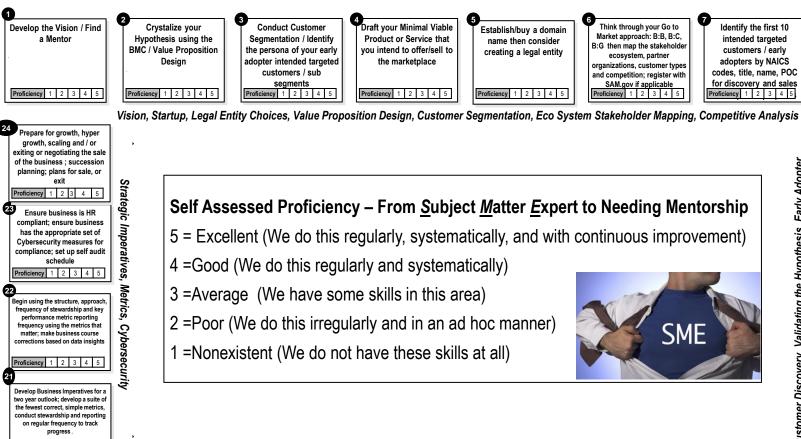
This "Typical" Entrepreneurial Journey Map Features:



Crystalize your Hypothesis using the BMC / Value Proposition

Proficiency 1 2 3 4 5

Conduct Customer Segmentation / Identify the persona of your early adopter intended targeted customers / sub segments

Proficiency 1 2 3 4 5

Draft your Minimal Viable Product or Service that you intend to offer/sell to the marketplace

Proficiency 1 2 3 4 5

Establish/buv a domain name then consider creating a legal entity

Think through your Go to Market approach: B:B, B:C, B:G then map the stakeholder ecosystem, partner organizations, customer types and competition; register with SAM.gov if applicable roficiency 1 2 3 4 5

Identify the first 10 intended targeted customers / early adopters by NAICS codes, title, name, POC for discovery and sales Proficiency 1 2 3 4 5

the Hypothesis, Early Adopter

Validating (

Establish the partnering. sales structure vou will use; identify required retail space, warehouse, manufacturing, office space if relevant Proficiency 1 2 3 4 5

Launch Customer Discovery

Process : ask "is Intellectual

Property" relevant? List /

assess discovery lessons

learned

Proficiency 1 2 3 4 5

Using learnings from 10-30

discovery

interviews/discussions,

assess the need to "pivot" or

stay the course toward your

Proficiency 1 2 3 4 5

Determine if licenses.

certifications are

needed/required; apply for

appropriate SDBVOB, SWAM

8a or other designations would be beneficial

Proficiency 1 2 3 4 5

Develop full cost stack budget

estimates per unit being sold:

develop rough 1st draft of year

1 revenue projections by month using projected pricing

4 Broad "themes"

"Typical"

Roadmap

24 Work Blocks or "Action" **Elements**

Self -**Assessment** "Proficiency Rating"

Self Assessed Proficiency – From Subject Matter Expert to Needing Mentorship

5 = Excellent (We do this regularly, systematically, and with continuous improvement)

4 = Good (We do this regularly and systematically)

3 = Average (We have some skills in this area)

2 = Poor (We do this irregularly and in an ad hoc manner)

1 =Nonexistent (We do not have these skills at all)



Proficiency 1 2 3 4 5 Developing the Business Plan "pitch" Narrative, Financial Projections (Rev. / Cost), Risk, Funding the Business Stages of Marketing Maturity, Business Development, Sales, Operations, Scaling

Consider venture growth staffing needs: internships. training, onboarding: prioritize staffing for growth. i.e. business development, operations, etc.

Proficiency 1 2 3 4 5

Proficiency 1 2 3 4 5

dentify, assess 5 elements of business risk and build risk mitigation steps for each as relevant; update pitch

Proficiency 1 2 3 4 5

Determine need for access to capital, funding, and how it would be spent; explore grants if appropriate; reflect any loan repayment in cash flow; ref build cap table if relevant; update pitch Proficiency 1 2 3 4 5

Validate / Refine / Adjust pricing strategy and tactics; revise revenue forecasts accordingly; update 2 year cash flow spreadsheet; update pitch; establish basic book of business accounting Proficiency 1 2 3 4 5 Refine then choose channels to market strategy; choose relevant channel design: plan to build and host website in accordance with preengineered templates and sound hosting platforms Proficiency 1 2 3 4 5

Create draft marketing plan based on master branding / positioning, product / service brand current and future product/service architecture conduct message mapping exercise for social media content creation themes executed via editorial calendar execution plan

Develop a compelling business narrative: synthesize financial projections into modular pitch suitable for multiple business purposes, i.e. sales, raising capital; iterate, refine, Proficiency 1 2 3 4 5

Build/Refine Revenue Projections, COGs, Operating Expense Budget into 2 year cash flow spreadsheet; determine sales milestones

Proficiency 1 2 3 4 5