

STARTUP MAP FROM AHA!! TO EXIT ©

10 STEPS TO STARTUP: WHERE INNOVATION MEETS ENTREPRENEURSHIP

KEY

- ¹ VU - venture unnamed
- ² THE CULT® - experts in every field
- ³ BMC - business model canvas
- ⁴ FFF - friends, family, fools
- ⁵ MVP - minimal viable product
- ⁶ CRM - customer relationship management
- ⁷ TQM - total quality management
- ⁸ PP&E - property, plant, & equipment
- ⁹ M&A - mergers & acquisitions
-  = startup phase milestones
-  = SME milestones
-  = billion dollar exit
-  = P.U.G. = Pursuing Unicorn Greatness
-  = Venture Capitalist

Years of researching, investing, and developing successful startups gave us the template to create the world's first roadmap for innovators to become entrepreneurs. Every step carries real-world entrepreneurial experiences, successes, and failures. Have you ever wondered where to begin or what your next step is? The Startup Map will guide you, step-by-step and in real time.

10



EXIT & HARVEST

- Scale to Exit
- M&A⁹
- Re-Invest to Innovate
- Dividends
- Re-Invest to Scale
- Succession Planning



09

LEVERAGE & SCALE

- Best Practices
- PP&E⁸
- Negotiations
- Volume & Sourcing
- Capture Inefficiencies



08

TQM⁷

- Lean Six Sigma
- Supply Chain
- Distribution
- Partnerships



B ROUND

Hard Launch



07

GUERRILLA MARKETING

- Psychographics
- Public Relations
- Early Adopters
- Social Media Expansion
- Diffusion

COMMERCIALIZATION & MONETIZATION

06



Soft Launch



A ROUND

CAPITAL STRUCTURE

- Intellectual Property
- Founders' Equity
- Advisory Board

05

β WITH "THE CULT"®

- Pricing
- Validation
- Executive Summary
- Crowdfunding



SEED ROUND

04

MVP⁵ / CRM⁶

- Social Media Infrastructure
- Rapid Prototyping
- Team Structure
- Implement CRM
- Provisional IP

GUILTY & DELIGHTED



S-CORP LLC

03

BMC³

- Value Proposition
- Customer Relationships
- Cost Segments

02

STRATEGY

- Vision & Mission Statement
- Startup Bandwidth
- Tech Bandwidth
- Finding "THE CULT"®^{1,2}

01

RESEARCH

- Pain & Gap
- Market Analysis
- Consumer Research
- Competitive Landscape



AHA!! MOMENT

- Ideation
- Innovation
- Creation