id 191 name Dium overview we are a cyrpto company that helps artists manage their copyrights and licenses using NFTs address null website startdium com phoneNumber null email null tam null sam null som null businessModel saas hardware marketplace twitter tes linkedin null facebook null instagram null productStep idea requirements brainstorm Defined the problem Brainstormed features Validated core features customerStep exploring validating defining Got prototype feedback Talked to them about needs Researched their needs marketStep exploring researching brand Picked focus market s Sized my market opportunity focusArea null industry Cryptocurrency Art targetMarket null levelOneComplete false levelTwoComplete false levelThreeComplete true levelFourComplete false industryOther journey id null title Journey description v9 2 levels name explore label 1 Explore description In this level you ll embark on a journey of understanding the problem you re aiming to solve identifying your target audience and determining which market your initial customers belong to Let s get started content totalQuestions 9 answeredQuestions 0 currentStep 1 lastUpdated null isLevel true steps type Introv2 label Product content image undraw Questions re 1fy7 orange png tableOfContentsCopy Defining your Problem intro Have you ever found yourself trying to solve a problem that you don t fully understand In this exercise we re going to take a step back and explore the problem you re trying to solve n nBy gaining a deeper understanding of the problem you ll be better equipped to develop effective solutions that address the root cause of the issue This will also help you avoid wasting time and resources on ineffective or misguided solutions outcomes Defined your problem type RadioInput label Product content tableOfContentsCopy Which are you question What describes you best name knowSolution options name knowSolution label I know my problem and solution value both name knowSolution label I have an amazing solution but no problem value solution name knowSolution label I don t have a problem or a solution yet value none response answer null timestamp null type RadioInput label Product content tableOfContentsCopy Are you close to the problem question How close to the problem are you name problemProximity options name problemProximity label I am my customer close value close name problemProximity label I work in the industry medium value medium name problemProximity label my family or friends are going through the problem far value far name problemProximity label I heard read about the problem furthest value none response answer null timestamp null type LongTextInputv2 label Product content tableOfContentsCopy Defining your problem title Defining your problem tips copy What are the three words that describe the problem copy Explain the problem you are trying to solve in one sentence copy How would you explain this to someone who is not from your industry copy Do not spend too much energy on the who you should have somewhat of an idea and we will spend more time on that next guidance url https www isixsigma com getting started how to write an effective problem statement copy Think of the symptoms of the problem don t jump to solutions and search for the cause and circumstances of the problem url https medium com jakemendel seriously whats your startup s problem b3a884c54ab4 copy What is the problem who do you think has the problem and why is this a problem Think of these

3 questions as you draft your problem statement question What problem are you solving name problem example When Showflix started they were looking to solve for the inconvenience of going to the video store and paying late fees response answer null timestamp null type StepEnd label Product content tableOfContentsCopy Problem Defined name explore product end viewedBefore false initialViewTimestamp null conclusion Congratulations on completing this step of your startup journey To help you stay on track we ve put together a checklist of recommended items for you to review at this stage You can easily access this checklist now and start checking off each item as you complete it We re here to support you every step of the way checklistItems Make sure your personal finances will allow you to start and support your business needs or create a plan to get it there Talk to others about your idea and gather feedback type Introv2 label Market content image undraw Marketing re 7f1g png tableOfContentsCopy Finding your Target Market intro As a founder you re driven by the desire to solve problems and make people s lives easier However it can be challenging to determine which problem to tackle first With limited resources it s crucial to narrow down your target market to ensure the most efficient use of your time and energy For example if you have an HR product for corporations you may want to focus on a specific size or type of company n nLet s dive deeper into this process and define your target market outcomes type Dropdown label Market content tableOfContentsCopy What is your Target Industry question Which industry are you trying to target n nFor example you can be an HR solution for Health care providers your target market would be healthcare name targetIndustry placeholder Select their industry options metadata industries response answer null timestamp null type LongTextInputv2 label Market content tableOfContentsCopy Defining your Target Market title Defining your Target Market tips copy What are the characteristics of your Target Market within your Target Industry Consider factors such as age gender location income level education and occupation These details will help you understand the specific characteristics of your potential customers copy Where do your customers live and spend time Explore the interests attitudes values lifestyle choices and behaviors of your target audience This information will provide insights into their motivations and purchasing habits guidance url https www inc com guides 2010 06 defining your target markets html copy Deeper advice on identifying and analyzing your target market including tips on gathering customer data evaluating market trends and understanding customer behavior question What does your Target Market look like name targetMarket example Showflix primarily caters to the global entertainment and media market They focus on providing streaming services for movies TV shows documentaries and other forms of digital content Their target market includes individuals who have access to high speed internet and seek on demand entertainment options response answer null timestamp null type RadioInput label Market content tableOfContentsCopy What s your Target Market experience question Do you have prior experience working in this market name targetMarketExperience options name targetMarketExperience label I was employed in this market value workedIn name targetMarketExperience label I sold to this market value soldTo name targetMarketExperience label I

worked and sold to this market value workedAndSoldTo name targetMarketExperience label I have no experience in this market value none response answer null timestamp null type LongTextInputv2 label Market content tableOfContentsCopy Calculating your TAM title Calculating your TAM tips copy The size of your Total Addressable Market TAM is critical for setting realistic goals guiding business decisions attracting investors and positioning your business within the market copy Investors are always interested in the potential size of the market they are investing in If you can demonstrate that your business is targeting a large and growing TAM it can be more attractive to potential investors copy It is recommended to estimate your TAM from a bottom up approach This is when you take your total possible customers and multiply it by the price per year for your product or the one time cost of buying your product guidance url https www youtube com watch v M RMTC2YmXY copy Youtube video on how to calculate your bottom up TAM url https www sba gov business guide plan your business market research competitive analysis copy Guide on how to do market research and links to data source to help with understanding your TAM url https apps bea gov iTable reqid 150 step 2 isuri 1 categories gdpxind copy General industry data for understanding your TAM question What is your Total Addressable Market TAM name tam example Showflix has a bottoms up TAM of 90B because there are 1 billion people who might use a movie streaming service and they charge 90 per year response answer null timestamp null type StepEnd label Market content tableOfContentsCopy Ideal Market Defined name explore market end viewedBefore false initialViewTimestamp null conclusion Congratulations on completing this step of your startup journey To help you stay on track we ve put together a checklist of recommended items for you to review at this stage You can easily access this checklist now and start checking off each item as you complete it We re here to support you every step of the way checklistItems Conduct research on a permit license or other fees required to start your business Investigate industry barriers to entry such as regulations and compliance requirements Explore funding opportunities like grants and funding programs that may be available for your industry type Introv2 label Customer content image undraw Personal info re ur1n red png tableOfContentsCopy Finding your Ideal Customer intro As a founder you re driven by the desire to solve problems and make people s lives easier However it can be challenging to determine which problem to tackle first That s why we re going to guide you through a process that begins with identifying a specific person who is dealing with the problem you are solving By placing ourselves in their shoes and empathizing with their experience we can gain a better understanding of the problem and develop a more effective solution Let s get started outcomes type RadioInput label Customer content tableOfContentsCopy People or Businesses question Is your ideal customer a person or a business name idealCustomerType options name idealCustomerType label People consumer value consumer name idealCustomerType label Businesses enterprise value enterprise response answer null timestamp null type LongTextInputv2 label Customer content tableOfContentsCopy Defining your Ideal Customer title Defining your Ideal Customer tips copy Describe the person in their situation who specifically is your product or service designed

for Think about their age gender occupation interests and lifestyle The more specific you can get the better copy Think about how you would describe their situation in life their lifestyles interests and where they spend their time copy Focus on one ideal customer at this point guidance url https xtensio com user persona template copy We love using this template to define and visualize our ideal customer url https www inc com guides 2010 06 defining your target markets html copy Look at the current customers who are facing the problem you have defined understand their demographic and psychographic question What does your Ideal Customer look like name idealCustomer example Showflix was targeting busy families who find it difficult to rent and return movies They were aged 20 30 so they were comfortable with technology They spend time at home watching tv and movies with their family response answer null timestamp null type StepEnd label Customer content tableOfContentsCopy Ideal Customer Defined name explore customer end viewedBefore false initialViewTimestamp null conclusion Congratulations on completing this step of your startup journey To help you stay on track we ve put together a checklist of recommended items for you to review at this stage You can easily access this checklist now and start checking off each item as you complete it We re here to support you every step of the way checklistItems Conduct thorough research on your customer s needs Craft a clear and compelling value proposition statement type End label level content tableOfContentsCopy End of the level type OnePager label level content question tableOfContentsCopy One Pager name research label 2 Research description We ll be taking your market research to the next level by engaging with your customers directly This hands on approach will provide invaluable insights that can help shape your product strategy and validate your research and assumptions content totalQuestions 10 answeredQuestions 0 currentStep 1 lastUpdated null isLevel true steps type Introv2 label Market content image undraw Web search re efla png tableOfContentsCopy Target Market Research intro Researching your market landscape is a vital step toward building a thriving business By comprehensively researching your competition and industry trends you ll be well equipped to develop a strategy that resonates with your target audience and sets you apart This will also help you identify opportunities for growth and position your business for long term success n nLet s dive into this crucial step of your startup journey and equip you with the tools you need to thrive outcomes type LongTextInputv2 label Market content tableOfContentsCopy Competitive Analysis title Competitive Analysis tips copy Identifying competitors brings strategic insight to help develop your solution This will help you understand how you are different from them copy Analyze competitors strategies by examining their marketing pricing and offerings copy It can be helpful to conduct a SWOT analysis on your competitors to identify strengths weaknesses opportunities and threats guidance url https www sitevisibility co uk blog 2017 02 20 11 competitor research tools to help you find your competitors copy How to monitor competitors online presence and analyze their strategies url https www lloydsbank com business resource centre business guides understanding your market html copy This guide helps you analyze target customers competition and market trends question List out your competitors and their

strategies name competitionNames example Showflix s competition was Movie-Buster movie rental stores that used tv magazine and billboard ads They have late fees and rental costs and sell popcorn and candy like a movie theater Return drop offs Some stores have events and or areas where people and kids can hang out and watch movies or shows response answer null timestamp null type LongTextInputv2 label Market content tableOfContentsCopy Differentiation title Differentiation tips copy Now that you know what your competitor s strategies are how are you going to stand out and gain a strong market position copy Consider aspects such as functionality performance design user experience pricing or customer service Look for opportunities to excel in one or more of these areas copy You can create a Unique Value Proposition UVP that resonates with your target audience and attracts customers to your brand Identify the current trends pain points and gaps that your product could address guidance url https www sba gov business guide plan your business market research competitive analysis copy An excellent guide from the Small Business Administration SBA for a deeper dive into how to Understand your target market analyze competition identify opportunities and make informed decisions The guide also has links to market data url https www lloydsbank com business resource centre business guides understanding your market html copy Another excellent guide on how to Research your target audience analyze industry trends identify customer needs and adapt your strategies accordingly question What differentiates you from your competition name differentiation example Showflix differentiates itself with a monthly subscription instead of rental fees and never had late fees They also did everything through a website and delivery so people never had to go to the store to rent a movie response answer null timestamp null type LongTextInputv2 label Market content tableOfContentsCopy Barriers to Entry title Barriers to Entry tips copy Research your industry to understand the competitive landscape market trends and key players Identify the entry barriers that exist in the industry as a whole copy Determine any intellectual property IP barriers by researching existing patents trademarks copyrights or trade secrets copy Research the regulatory landscape of your industry to make sure you are compliant with the law Examples include permits licenses or certifications required to operate in the market copy Also consider the resources needed to start and scale guidance url https learn marsdd com article barriers to entry factors preventing startups from entering a market copy Learn about factors that can hinder market entry Understand regulations capital requirements brand loyalty and more Navigate challenges strategize and pave the way for startup success url https www entrepreneur com article 289080 copy This article discusses examples of common barriers such as patents distribution networks and customer switching costs also provides insights on identifying and addressing these barriers to increase a startup s chances of success question What are your barriers to entering your target market name marketBarriers example Showflix s barriers to entry were a high initial investment needed to build up their DVD catalog for rental convincing people to change their behavior of renting videos from a store and postal service reliability response answer null timestamp null type StepEnd label Market content tableOfContentsCopy Market Research Done name

research market end viewedBefore false initialViewTimestamp null conclusion Congrats on finishing this step of the level Here are some checklist items that we recommend doing at this point of your startup journey You can find them in your checklist now checklistItems Double check if you need permits licenses or regulations to follow Set alerts and get involved in the industry to make sure you re staying up to date Research what messaging will make you stand out in your target market type Introv2 label Customer content image undraw Interview re e5jn red png tableOfContentsCopy Engaging with your Ideal Customers intro Connecting with your customers is vital to your success By understanding their needs frustrations and challenges you can ensure you are on the right track n nLet s engage with your customers directly to gain a deeper understanding of their unique needs outcomes type LongTextInputv2 label Customer content tableOfContentsCopy Number of Survey Responses title Number of Survey Responses tips copy When surveying your customers initially aim to strike a balance between gathering essential information and respecting their time copy Keep your survey concise focused and easy to complete and offer incentives if appropriate to increase participation rates copy Use a mix of multiple choice questions rating scales and open ended questions to gather both quantitative and qualitative feedback for a more comprehensive understanding of your customers copy Make sure you don t have any leading questions guidance url https www startdium com post top 3 tips for market research surveys copy Top 3 FounderWay tips for Market Research Surveys url https www pollfish com blog market research 5 tips to distribute your survey copy Guide on how to maximize survey reach by using multiple channels targeting specific groups optimizing for mobile offering incentives and partnering with relevant sites apps question How many survey responses did you get name numberSurveyResponses example Enter a number here response answer null timestamp null type LongTextInputv2 label Customer content tableOfContentsCopy Survey Response Analysis title Survey Response Analysis tips copy Remove any incomplete or inconsistent responses to organize your data copy Conduct quantitative analysis to identify patterns trends and statistical insights within the survey data Look for statistically significant findings that provide evidence for or against the problem you are validating copy Perform qualitative analysis to extract valuable insights This can involve thematic analysis coding or sentiment analysis to identify recurring themes common pain points or specific customer feedback Look for qualitative evidence that supports or expands upon the quantitative findings copy Did the responses validate or counter your assumptions copy Were you correct on who your ideal customer is guidance url https www proprofssurvey com blog how to analyze survey data copy This article covers steps such as data cleaning quantitative analysis techniques and qualitative analysis methods url https www wallstreetmojo com qualitative analysis copy Review of the methods to perform qualitative analysis question What were the biggest learnings from your survey responses name surveyResponsesBiggestLearning example Showflix learned that the biggest pain with their competitors was their late fees and that their ideal customer wanted to avoid going to a store to rent and return movies response answer null timestamp null type LongTextInputv2

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label Customer content tableOfContentsCopy Number of Interviews title Number of Interviews tips copy Leverage your existing networks industry groups and online communities to connect with potential customers copy During the interviews ask open ended questions to understand their needs challenges and expectations related to your product or service Encourage them to provide detailed responses and share their experiences copy Take notes and listen carefully to gain valuable insights that can shape your startup s strategies copy Make sure you don t have any leading questions guidance url https www startdium com post tips for market research interviews copy FounderWay tips on how to conduct a user interview url https allfactors com blog customer discovery interview questions copy Sample questions to use in your interview question How many interviews have you done name numberInterviews example Enter a number here response answer null timestamp null type LongTextInputv2 label Customer content tableOfContentsCopy Interview Analysis title Interview Analysis tips copy Group similar insights to gain a deeper understanding of the needs preferences and pain points of your target audience copy Identify under served needs or unmet desires you can adapt your product or explore new market segments that align with customer preferences copy Validate assumptions product features and opportunities It ensures that your startup remains customer centric and increases your chances of success copy What is liked and disliked about the current solutions guidance url https condens io user interview analysis copy This article helps understand how to convert raw interview data into insights question What was the biggest learnings from your interviews name interviewBiggestLearning example Showflix learned what people would think about a DVD rental service that had no storefront and what obstacles they would need to address for them to trust and rent from Showflix response answer null timestamp null type StepEnd label Customer content tableOfContentsCopy Learned insights from your Ideal Customer name customer insights end viewedBefore false initialViewTimestamp null conclusion Congrats on finishing this step of the level Here are some checklist items that we recommend doing at this point of your startup journey You can find them in your checklist now checklistItems Set reminders to keep in touch with your customers they are your product s north star Research what type of brand will resonate with your ideal customer type Introv2 label Product content image undraw Building blocks re 5ahy orange png tableOfContentsCopy Defining your Minimum Viable Product MVP intro Understanding your customers is key to crafting a successful product By knowing their likes and dislikes of the current solutions they are using you can develop a solution that truly meets their needs This step will help you plan out your prototype or Minimum Viable Product MVP from the insights gathered from your customer and market research outcomes type LongTextInputv2 label Product content tableOfContentsCopy Brainstorm Features title Brainstorm Features tips copy Generate feature ideas that directly address customer pain points fulfill unmet needs and provide value to your target audience copy Try and list everything your customer would like to have in a dream product copy What did users like about current solutions guidance url https uxdesign cc what would be the 10 star experience beyond dac0d0962b68 copy Goes over the 10

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star Experience method used by Airbnb for creating a memorable product and experience for their customers url https digital hbs edu platform digit submission how to turn customer insights into product ideas copy This article explores techniques for translating customer insights into innovative product ideas question What features did you brainstorm for your product based on your customer and market research name brainstormedFeatures example Showflix s brainstorm list no late fees easy way to select movies to rent use USPS to send movies a way to stream movies pick up movies from users have users send movies back to them have a drop spot for rental returns for easy pickup response answer null timestamp null type LongTextInputv2 label Product content tableOfContentsCopy Core MVP Features title Core MVP Features tips copy Consider which features are critical in delivering the core benefits of your product based on what would provide the highest value to your users copy Pick 3 features to avoid unnecessary complexity and additional functionalities that do not directly contribute to solving the core problem copy Keep things simple to stay focused and to allow you to build measure and test faster guidance url https www startdium com post FounderWay roadmap framework copy Guide on how to simplify your vision down to your core MVP features url https www ficode co uk blog a mini guide to picking mvp features copy Understand how to prioritize and pick the right features to build for your MVP question What are your core features for your Minimum Viable Product MVP name coreFeatures example Showflix s MVP list no late fees easy way to select movies to rent and use USPS to send movies and return movies response answer null timestamp null type LongTextInputv2 label Product content tableOfContentsCopy MVP Technical Requirements title MVP Technical Requirements tips copy Research and understand different technologies programming languages frameworks and tools that are relevant to your product s development copy Be aware of the ease of scalability and maintenance of your MVP copy If you use a no code platform make sure it is easy to migrate away from and that there is a large community of developers for support and future development guidance url https hackernoon com how to pick the right web technology stack for your product f6d94440af2f copy How to pick your tech stack and an intro to the technical side of software products url https www protolabs com en gb resources blog accelerating hardware prototyping for startups and small companies copy Guide on how to make different types of hardware prototypes url https www 8base com blog launching a low code practice what you need to know pt 1 copy How to evaluate a no code platform question What are your product s technical requirements name mvpTechRequirements example Showflix was built using React Node js Java mySQL AWS Github and Jenkins response answer null timestamp null type StepEnd label Product content tableOfContentsCopy MVP defined name mvp defined end viewedBefore false initialViewTimestamp null conclusion Congrats on finishing this step of the level Here are some checklist items that we recommend doing at this point of your startup journey You can find them in your checklist now checklistItems Start looking into your team s strengths and list out the skills you are missing to build your MVP Start planning each step for building your MVP and what you will need at each step Conduct a feasibil-

ity assessment to evaluate the technical viability of your product idea Consider the technical challenges complexity and potential risks associated with implementing the desired features Sign co founder equity agreements if needed Sign team Non Disclosure Agreements or IP Assignment Agreements if needed type End label level content tableOfContentsCopy End of the level type OnePager label level content question tableOfContentsCopy One Pager name refine label 3 Refine description This level is full of action it s about bringing it together while keeping your customer as your north star We will focus on building your brand and partnerships working on your low fidelity Minimum Viable Product MVP and getting more user feedback content totalQuestions 8 answeredQuestions 0 currentStep 1 lastUpdated null isLevel true steps type Introv2 label Market content image undraw Community re cyrm png tableOfContentsCopy Marketing and Partnerships intro It s time for you to build an identity and personality for your company Lets build branding for your potential customers and partners differentiate your company and offering from your competitors and start getting the word out there outcomes type LongTextInputv2 label Market content tableOfContentsCopy Creating your Venture s Identity title Creating your Venture s Identity tips copy This is a good time to test out your company name with friends and family to understand if the name resonates with the product you are trying to build copy Many AI applications can help you build a logo We recommend something simple and effective to start with Think of it as a starter home you can always change it later as you refine your product and messaging copy Identify the core values that are most essential and foundational to your brand Narrow the list of potential values to a manageable number typically around 3 to 5 key values copy Your messaging should highlight your product or service s purpose core benefits competitive advantages and unique features guidance url https www bigcommerce com articles ecommerce how to name a business copy Great guide on how to name your business url https visme co blog brand strategy copy A guide on creating a brand strategy with a template to help organize everything question What is your brand s messaging name brandMessage example Showflix s brand messaging is around convenience extensive selection personalized recommendations and a hassle free rental experience response answer null timestamp null type LongTextInputv2 label Market content tableOfContentsCopy Building Partnerships title Building Partnerships tips copy Key partnerships with other companies can help accelerate your growth product development joint marketing efforts or shared resources They can be industry experts key customers or companies with complementary products copy Remember to think about your suppliers service providers manufacturers distributors logistics partners cloud service providers IT consultants legal firms marketing agencies and anyone offering essential services you may not have in house copy Go deeper and understand not only how they will help you but how you can help them guidance url https www strategyzer com business model canvas key partnerships copy A deeper explanation of who or what a Key Partner might look like for you business and what motivations usually are at the core of a partnership url https www bcg com publications 2022 what is your business ecosystem strategy copy A walkthrough on if you should leverage

partnerships to create or break into your industries ecosystems and how to do it question List key partners and why they are important If applicable add how you are helping them name keyPartners example Showflix made key partnerships in order to get started with nMovie Studios and Distributors to obtain the rights to rent their films on DVD nDVD Manufacturers and Suppliers to ensure a steady supply of DVDs to meet customer demand nUnited States Postal Service USPS for the efficient delivery of DVDs to customers homes and for the return of rented DVDs response answer null timestamp null type StepEnd label Market content tableOfContentsCopy Brand and Partnerships Started name brand partnerships end viewedBefore false initialViewTimestamp null conclusion Congrats on finishing this step of the level Here are some checklist items that we recommend doing at this point of your startup journey You can find them in your checklist now checklistItems Update your company name logo and social on your company page Start Incorporating and registering your company Securing your social media handles Build a starter website Setup time to connect with your key partners type Introv2 label Product content image undraw video upload 3d4u orange png tableOfContentsCopy Let s Start Building intro Moving forward with customer validation helps with that gut feeling every entrepreneur is looking for in this stage we will start building to facilitate rapid iteration for learning We ll get you started with user flows low fidelity Minimum Viable Product MVP and setting you up for a scalable product outcomes type LongTextInputv2 label Product content tableOfContentsCopy Your User Flow title Your User Flow tips copy Think of how the user is going to interact with your application and what their experience is going to be like copy Even with a low fidelity MVP it s important to prioritize user experience Ensure the interaction flow and user interface are intuitive and easy to understand copy Get feedback from your ideal customers so you can get critical learnings before you spent a lot of time and resources on building anything guidance url https business adobe com blog basics how to make a user flow diagram copy Great guide on what a user flow is and how to map one out for your users url https www drawio com copy Free flowchart tool for creating your user flow Saves in your google drive as well question What are your key experiences or actions for your user when they go through your product name userFlowKeyActions example Showflix s key experiences were exploring genres and movies personalized recommendations and rental queue management response answer null timestamp null type LongTextInputv2 label Product content tableOfContentsCopy Picking your Technology title Picking your Technology tips copy What tools do you need for your daily work copy What tools or software do you need to make your product copy Will you start with technology now and then upgrade or change them as you grow copy Is your technology compatible with your customer s tech i e Apple vs Android your tech vs enterprise tech being used by your customer copy Look up reviews and research for any "gotchas" i e G2 Reddit or StackOverflow copy Research open source alternatives and startup pricing promotions guidance url https docs google com spreadsheets d 1UXT3cruZCvrHNhVJdfMB4il RFQcMBgNcBN8AFA9sAc edit usp sharing copy FounderWay s template for tracking your technology url https www middlestone ltd blog steps to choos-

ing software that is right for your small business copy 7 step guide on how to select software question What tools and technology will you be using and for what name technologyStack example Showflix had WebSquare for web hosting USPS for delivery CustomerHub for CRM React for frontend and MS Office Tools for Admin Needs response answer null timestamp null type LongTextInputv2 label Product content tableOfContentsCopy MVP Roadmap title MVP Roadmap tips copy This is an internal document to help you have an action plan for developing your MVP copy Scope out the features you want to build by breaking down each feature into specific tasks that are needed to build it copy Include an estimate of the effort time and resources required to complete each task copy Be realistic with your timeline and deadlines copy Make sure to define what success or completion looks like for each feature and task copy What obstacles and challenges are you expecting and how will you mitigate them guidance url https www startdium com post FounderWay roadmap framework copy FounderWay s template for tracking your technology url https www aha io roadmapping guide requirements management what is a good product requirements document template copy How to use a Product Requirements Document to break features down to specific tasks and establish metrics to test for success question What are your key milestones and how long will they take to achieve name mvpRoadMapKeyMilestones example Showflix milestones were confirm USPS can handle our deliveries due 7 1 validate delivery times due 7 5 select and order movies for initial inventory due 7 7 create webpage for ordering dvds due 8 1 connect webpage to ordering system due 8 20 response answer null timestamp null type LongTextInputv2 label Product content tableOfContentsCopy Building a Low Fidelity MVP title Building a Low Fidelity MVP tips copy A low fidelity MVP is a very basic version of your prototype typically with minimum functionality With the goal of testing key functionality fast and getting feedback on things like your User Interface UI User Interactions UX and user flow one last time before you commit to building out a fully functional MVP copy Keep your MVP goals and how you ve validated your hypothesis in mind going through one pagers of levels 1 and 2 can help with this copy For a digital application use applications that can help you mock up the interface with a few screens storyboard or simple sketches the goal is to have something your users can see and provide feedback copy For a hardware products get feedback on the digital 3D model and use platforms like an Arduino or Raspberry Pi to test specific features guidance url https www netsolutions com insights how to build an mvp minimum viable product a step by step guide copy Great guide on how to create a MVP Not we are focused on low fidelity MVP right now which is not as functional as your true MVP url https www protolabs com en gb resources blog accelerating hardware prototyping for startups and small companies copy Guide on how to make different types of hardware prototypes question What are you testing with your low fidelity MVP name lowFidelityMVPWhatIsBeingTested example Showflix sent test packages to see if USPS could deliver on time reliably They also used basic screens to get feedback on their UI UX and to understand what movie genres had high demand response answer null timestamp null type StepEnd label Product content tableOfContentsCopy Brought Idea to Reality

name idea to reality end viewedBefore false initialViewTimestamp null conclusion Congrats on finishing this step of the level Here are some checklist items that we recommend doing at this point of your startup journey You can find them in your checklist now checklistItems Reassess the skills needed to build your MVP Look for corporate credits or startup promotions from companies like Microsoft and Amazon Securing your social media handles type Introv2 label Customer content image undraw Design feedback re 8gtk png tableOfContentsCopy Show and Tell intro Let s show your customers what you ve got If you noticed we want to get customer feedback every time you work on your product This is a tedious process but it will pay off when you ve built a product your customer wants to use Every change you catch before you develop saves you time and money in the future outcomes type LongTextInputv2 label Customer content tableOfContentsCopy User Feedback title User Feedback tips copy Get feedback on your user flows sketches designs landing pages and mockups As well as other assets you ve created copy Get feedback from your customers and other stakeholders that can provide valuable insight on building your product copy Look for verbal feedback and reactions and observe their behaviors Capture feedback through notes and recordings do not forget to ask for permission copy You know the drill build a script for consistency set up interviews and show up with an open mind ready to listen and learn guidance url https www oreilly com library view running lean 2nd 9781449321529 ch11 html copy Basic interview questions for mvp feedback interview url https saaslessons substack com p 14 interview questions pre and post copy Additional interview questions for mvp feedback interview question What are you getting feedback on and why name lowFidelityMVPFeedbackAndWhy example Showflix wanted to get feedback on how users explored movies and how easy it was to rent movies They wanted to ensure the platform was easy to use and a better experience than going in person to rent a movie response answer null timestamp null type LongTextInputv2 label Customer content tableOfContentsCopy Breaking it Down title Breaking it Down tips copy Identify patterns what were the recurring themes pain points or feedback that emerged consistently copy Prioritize your findings based on your product goals severity and alignment copy Leverage your team s diverse perspectives and expertise to gain deeper insights and generate potential solutions guidance url https www notably ai blog user interview analysis how to turn conversational data into actionable insights copy Basic guide on how to turn your feedback data into insights for developing your product url https www userinterviews com ux research field guide chapter research analysis copy Expanded guide on how to analyze your feedback data question What was your biggest learning from the feedback sessions name lowFidelityMVPFeedbackBiggestLearnings example Showflix learned that their current way to explore movies had too many clicks to get to a genre of the user s interest They also learned that users wanted movie reviews integrated into the platform to mimic the in store experience response answer null timestamp null type StepEnd label Customer content tableOfContentsCopy Low Fidelity MVP Unveiled name low fidelity mvp end viewedBefore false initialViewTimestamp null conclusion Congrats on finishing this step of the level Here are some checklist items that we recommend doing at

this point of your startup journey You can find them in your checklist now checklistItems Reminder take time to prioritize your feedback Don t just jump into changes Start looking into business banks If applicable look into getting NDAs with your stakeholders type End label level content tableOfContentsCopy End of the level type OnePager label level content question tableOfContentsCopy One Pager name launch label 4 Launch description Get excited and roll up your sleeves This level s activities are directly related to building your product and getting your first customer We will focus on building a functional MVP and getting your ducks in a row for preparing to go to market and landing your first customer content totalQuestions 8 answeredQuestions 0 currentStep 1 lastUpdated null isLevel true steps type Introv2 label Product content image undraw To the stars re wq2x orange png tableOfContentsCopy Building a Functional MVP intro Time to gather feedback from your low fidelity MVP and update your roadmap for the functional MVP It s the perfect opportunity to reevaluate and consider pivoting or swapping features Although it may be challenging as your product is like your baby it will save you time and resources From here on focus on building testing and iterating outcomes type LongTextInputv2 label Product content tableOfContentsCopy Product Planning and Building title Product Planning and Building tips copy Update your MVP roadmap features and designs from the customer feedback you received in the last level on your low fidelity MVP copy Stay laser focused on your core features that delight your customers and bring value copy Consider your product architecture and infrastructure for future scalability copy Verify the compatibility of all product components by testing them together avoiding standalone development without considering their impact on the whole copy Use version control and collaboration features to protect your work and undo product breaking changes quickly guidance url https productschool com blog product fundamentals prioritization techniques product managers copy How to determine what are must have and nice to have features url https www productplan com learn strategies prioritize product features copy Advance strategies on how to prioritize features url https sagaratechnology medium com the fundamentals of front end and back end development 5973ac0910cf copy Great starter guide on how to create a full code web application and good knowledge for non technical founders going the no code route question List your core features and what success looks like for your MVP and each feature name coreFeaturesUpdatedWithSuccess example Showflix's updated list with defined success nAbility to sort through their movie catalog success being their conversion rate for people going on the website and adding a movie to their cart nAbility to order a movie and have it delivered success being how reliable their delivery was response answer null timestamp null type LongTextInputv2 label Product content tableOfContentsCopy Product Testing title Product Testing tips copy Implement analytics and tracking so you can confirm if you've hit your success criteria copy Test on different devices and browsers to ensure consistency across platforms copy Have customers test your product to help find things you might have overlooked copy Track and fix bugs found by your customers guidance url https blog hootsuite com how to set up google analytics copy A guide on how to setup google analytics

for basic website metric tracking url https www lambdatest com cross browser testing copy A guide on how to make a cross platform and browser compatible app question How do you plan on testing your product name testingPlan example Showflix tested on different browsers and did internal team testing on each feature They also set up a way for customers to report broken features and tracked users to make sure user flows and other things weren't breaking response answer null timestamp null type LongTextInputv2 label Product content tableOfContentsCopy Help is Here title Help is Here tips copy When you feel a lack of direction on your product remember to go back to your purpose and vision remember to be customer centric avoid rabbit holes and focus on time bound activities copy It's ok to walk away Rome wasn't built in a day Take time to rest so you do not get burned out copy Focus on another aspect of your startup if you get stuck in one area Remember feeling stuck is a natural part of the founder s journey The key is to remain proactive keep learning and persist in finding solutions to move forward copy It takes a village use your network to find advisors and mentors that you can reach out to for specific challenges Alternatively reach out to us and we can help guidance url https www founderway ai copy Weekly office hours coming soon url https www reddit com r FounderWay copy FounderWay Subreddit url mailto expert founderway ai copy FounderWay Expert Access Email url https www feedough com startup communities copy List of online startup groups question What are your biggest challenges name challenges example Showflix had roadblocks with their user interface and design but they had a great group of advisors and champions when things got tough who helped them take breaks and to connect with their team to bond and solve problems together response answer null timestamp null type StepEnd label Product content tableOfContentsCopy Brand and Partnerships Started name brand partnerships end viewedBefore false initialViewTimestamp null conclusion Congrats on finishing this step of the level Here are some checklist items that we recommend doing at this point of your startup journey You can find them in your checklist now checklistItems Plan for backup and disaster recovery to protect against data loss Create and post on your website your Terms of Service Privacy Policy and End User License Agreement Update pitch decks and documents with new product details type Introv2 label Market content image undraw Launching re tomg png tableOfContentsCopy Preparing your Go to Market Strategy intro A common mistake by founders is to focus all their attention on their product building and then forgetting to do any planning and activities for sales and marketing In this step you will plan out your strategy for going to market planning how you will do sales and looking into pricing outcomes type LongTextInputv2 label Market content tableOfContentsCopy Getting Attention title Getting Attention tips copy A marketing strategy is your plan for what platforms you will use to reach your customers and what content will you create to get their attention copy Post on the right platform find where your customers spend their time copy Social media calendar can be a great way to track what you want to post copy Keep your content relevant yes ChatGPT and other AI tools can create your content but it makes sure you know what your audience wants copy It helps to have at least three consistent topics for

posts helps with variety and keeping things consistent Example meme Monday product Wednesday and quote Friday guidance url https docs google com spreadsheets u 1 d 1TD9VJHGRqn6J7 LhCEYNT4dJAbFZ5EDSYTqU6oKNzSc edit gid 602734239 copy FounderWay's AI Marketing Calendar template url https www shopify com blog marketing calendar copy In depth guide on how to make a marketing calendar url https www searchenginejournal com social media content strategy from start to finish 472028 close copy Guide to building your social media content strategy question What are your marketing goals what platforms do you want to target and what messaging are you trying to get across name marketingStrategy example Showflix used a combination of mailers to zip codes with a lot of movie rental stores and used social media to promote their services response answer null timestamp null type LongTextInputv2 label Market content tableOfContentsCopy Sales and Distribution title Sales and Distribution tips copy Check out your competitor s pricing strategies what your dollar value adds to the customer and look at what your customers are willing to pay copy Depending on who your end customer is your sales life cycle may vary Enterprise sales have longer sales cycles and require more relationship building copy For B2B determine who the enterprise s end users decision makers and check writers are This is typically called the "Buying Center " copy Keep in mind indirect and passive sales and distribution channels such as affiliate programs partnerships and using discount promo codes copy Go where your customers are from your interviews you have more knowledge about where they shop and strategize the best ways to get in front of them guidance url https creately com diagram example dU28i5zmisl customer journey map copy How to using a customer journey map to help you build your sales process url https www gong io blog what is enterprise sales copy Great guide on the different parts of an enterprise sales process url https blog hubspot com sales inbound sales methodology copy A guide on inbound marketing which is typically used for b2c or product led growth sales process it is also a great strategy for enterprise sales url https www 30mpc com copy Sale tool kit templates and more question What is your sales and distribution strategy name salesAndDistributionStrategy example When Showflix was offering online movie rentals sent directly to the consumer they had to strategically place their warehouses to ensure they were delivering on time and reducing the cost of delivery response answer null timestamp null type LongTextInputv2 label Market content tableOfContentsCopy Pricing Strategy title Pricing Strategy tips copy Check out your competitor s pricing strategies what your dollar value adds to the customer and look at what your customers are willing to pay copy Survey or interview your target customers and ask "how much they would pay for your product " "how much would be too much " and "How much is extremely overpriced " These three questions will help you find the range you need to be in with the 2nd question being your anchor price copy Consider different types of models Freemium Subscription and crowd sourcing models for your B2C business model copy Consider licensing your application to other businesses or entrepreneurs who want to use it under their brand or customize it for their needs guidance url https www ycombinator com library 6h startup pricing 101 copy Breakdown on how to think about pricing and the dynamics around

what type of strategies you need to think about for finding your optimal price url https www shopify com blog how to price your product copy How to think about pricing with relation to your costs and profits also known as your unit economics url https www surveymonkey com market research resources top pricing strategies program 7013A000000mweBQAQ copy In depth guide for pricing research and strategies url https learn marsdd com article pricing objectives for startups copy Understanding pricing for your startup stage question What is your pricing strategy and why do you think your customer will pay your pricing name pricingStrategy example Showflix's first business model was to let people rent videos by selecting it online and having it delivered to their door for 3 99 per rental without late fees This service was unparalleled at that time and a big shift in the industry response answer null timestamp null type StepEnd label Market content tableOfContentsCopy Ready to Launch name ready to launch end viewedBefore false initialViewTimestamp null conclusion Congrats on finishing this step of the level Here are some checklist items that we recommend doing at this point of your startup journey You can find them in your checklist now checklistItems Look into CRM software to help track your customer relationships and interactions Your sales and marketing processes can be saved here as well Create resources that will help you drum up interest with your potential first customers if you are B2B think about making a demo and sales pitch decks if you are B2C think about marketing material and content type Introv2 label Customer content image undraw High five re jy71 red png tableOfContentsCopy Get your First Customer intro Let s get your first customer in the door Ideally your first customer is a paying customer whether through a pilot program or through a "first adopter" discount Though in many instances there is value in not charging your first customer in order to get market alignment and validation and then have your second customer pay for it Starting for free can also help if you are new to the industry and need to build up your reputation outcomes type LongTextInputv2 label Customer content tableOfContentsCopy Sell to your First Customer title Sell to your First Customer tips copy From the potential customers you have been speaking with who is the best fit for you to pilot your product with copy For B2B companies you want to ensure you are meeting with the right people Your user might not be the check writer copy For B2C companies use promo codes and incentives for early adopters and use your marketing channels to tell people that you have launched copy Create hype around your product with your network and gather champions to support and boost you guidance url https stripe com guides atlas starting sales copy Guide on identifying approaching and converting prospects into customers one at a time url https www entrepreneur com starting a business 5 ways to get your first customer 239158 copy Tips for getting your first customer question Who will be your first customer Will they be paying you How will this help you get your next customer name firstCustomerStrategy example Showflix's first customer was the movie fanatics that they got feedback from They charged them from the start and gave them referral codes for discounts for themselves and their friends response answer null timestamp null type LongTextInputv2 label Customer content tableOfContentsCopy Customer Success title Customer Success tips copy

Use metrics and analytics to make data driven decisions and understand where your customers are dropping off or spending more time on your product copy Build a customer first culture validate your new features with your customers before building copy Do not add new features to solve a problem only to create new problems for yourself copy Don t forget to talk to and listen carefully to your customers as they will always tell you what they want through their feedback guidance url https blog hubspot com service customer success metrics copy Different metrics for customer success url https youtu be 19WpIbBhxJU t 234 copy Tips for getting your first customer question What will be your process to measure customer success and to continue to get feedback from your customers name customerSuccessStrategy example Showflix called their customers with the most rentals per month to get feedback and sent out surveys to guiage product market fit response answer null timestamp null type StepEnd label Customer content tableOfContentsCopy Got your First Customer name first customer end viewedBefore false initialViewTimestamp null conclusion Congrats on finishing this step of the level Here are some checklist items that we recommend doing at this point of your startup journey You can find them in your checklist now checklistItems Setup customer success analytics Set reminders to talk to customers type End label level content tableOfContentsCopy End of the level type OnePager label level content question tableOfContentsCopy One Pager name BusinessModelCanvasOnePager label Business Model Canvas description This one pager helps you summarize your business using the Business Model Canvas to better help you see how the core of your business the key activities and resources you need and how you will make money interact with each other content totalQuestions 25 answeredQuestions 0 currentStep 1 lastUpdated null isLevel false onePagerGeneralType OnePager9Sections steps type Introv2 label general content image Link tableOfContentsCopy Key Partners intro outcomes type reference label general content levelIndex 2 name keyPartners type LongTextInputv2 label general content tableOfContentsCopy Key Partners additional notes title Key Partners additional notes tips guidance question Key Partners additional notes name BMCKeyPartnersNotes example response answer null timestamp null type StepEnd label general content tableOfContentsCopy name viewedBefore true initialViewTimestamp null conclusion checklistItems type Introv2 label general content image CheckSquare tableOfContentsCopy Key Activities intro outcomes type LongTextInputv2 label general content tableOfContentsCopy What Key Activities do your Value Propositions require title What Key Activities do your Value Propositions require tips guidance question What Key Activities do your Value Propositions require name BMCKeyActivitiesFromPartners example response answer null timestamp null type LongTextInputv2 label general content tableOfContentsCopy Key Activities additional notes title Key Activities additional notes tips guidance question Key Activities additional notes name BMCKeyActivitiesNotes example response answer null timestamp null type StepEnd label general content tableOfContentsCopy name viewedBefore true initialViewTimestamp null conclusion checklistItems type Introv2 label general content image Factory tableOfContentsCopy Key Resources intro outcomes type reference label general content levelIndex 2 name tech-

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