

Traction Roadmap

1. Goals, Success Criteria, & Constraints

Goals: Reduce customer acquisition costs, increase retention rates, and lifetime value.

Success Criteria: Increase in-network capture rates by 10-20%, secure 1-5% of the Serviceable Available Market.

Constraints: Budget limitations, team size, technical capabilities, HIPAA compliance.

2. Roadmap Timeframe

Timeframe: 3 Years

Phased Execution: Structured into quarterly increments.

3. Customer Segments & Acquisition Hypotheses

Initial Segments: Mercy and Freeman hospitals for initial piloting. Joplin Public Health & Community Health Collaborative Network for public assistance agencies.

Expansion: Similar regional health systems.

Hypotheses: Partner referrals, direct sales, leveraging integrations.

4. Traction Channels

Selected Channels: Partner Referrals, Direct Sales, White Papers.

5. Growth Experiments

Partner Referrals: Referral incentive program, track number of referrals and conversion.

Direct Sales: Outreach to a list of 100 target hospitals, track engagement and conversion.

White Papers: Develop content, distribute, and track leads and engagement.

6. Execution Plan & Quarterly Breakdown

Year 1

Q1: Partner agreements, refine sales strategies, first white paper.

Q2: Execute referrals, distribute second white paper.

Q3: Analyze outcomes, engage with webinars.

Q4: Review and prepare for Year 2.

Year 2

Q1-Q4: Expand partner network, publish new content, explore further partnerships.

Year 3

Q1-Q4: Lead industry discussions, evolve channels, scenario planning.

7. Measure & Optimize

Metrics: CAC, LTV, Retention, Churn, Conversion rate, Engagement.

Analytics: Utilize CRM tools and dashboards.

Optimization: Regular reviews and resource reallocation based on performance.

This roadmap provides comprehensive guidance for achieving traction through specified channels, ensuring focused growth over a three-year period.

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