

Traction Roadmap

1. Traction Goals & Minimum Success Criteria

- **ARR Target:** \$10 million within 3 years
- **Year 1 Goal:** \$500K
- **Year 2 Goal:** \$1 million
- **Profitability:** Achieve within Year 2
- **Efficiency:** Ongoing reduction in sales cycle

2. Constraints

- **Budget:** \$250,000 total for initial launch
- **Cost Efficiency:** Control CAC at 30% of first-year revenue per customer, decreasing by 5% annually
- **Team:** Focus on a lean execution strategy

3. Roadmap Structure

- **Duration:** 3 years
- **Phases:** Quarterly increments to allow detailed tracking and iteration

4. Customer Segments & Acquisition Hypotheses

- **Initial Targets:** Mercy and Freeman Hospitals, leveraging EPIC
- **Secondary Segments:**
 - Public health clinics, free health clinics, and smaller private providers
 - Focus on offering eligibility checks and coding assistance to optimize billing.
 - Aim to support small providers in maximizing revenue to sustain operations and patient access.

5. Selected Traction Channels

- **Referrals & Partnerships:** Leverage JRAH involvement
- **Trade Shows & Events:** Participate in healthcare technology exhibitions
- **Direct Sales:** Execute well-structured sales processes
- **Content Marketing:** Launch educational initiatives around billing optimization

6. Quarterly Execution Plan

Year 1: Foundation and Initial Sales

- **Q1:**
 - Build development partnerships
 - Attend trade shows, capture leads
 - Create initial content focused on billing success stories
- **Q2:**
 - Engage deeply with generated leads
 - Enhance referral and sales strategies
 - Initiate outreach to public and free clinics
- **Q3:**
 - Scale effective sales strategies
 - Review growth experiments
- **Q4:**
 - Evaluate year-end performance
 - Set strategic direction for Year 2

Year 2: Scaling and Refinement

- **Q1:**
 - Increase presence at trade shows
 - Leverage expanded referral networks
- **Q2:**

- Optimize outreach to clinics, reduce CAC
- Deepen content focus on provider sustainability
- **Q3:**
 - Regional geographic expansion
 - Mid-year strategy review
- **Q4:**
 - Attain profitability, adjust methods
 - Finalize Year 3 priorities

Year 3: Aggressive Growth

- **Q1:**
 - Aggressively target new markets
 - Use case studies to drive outreach
- **Q2:**
 - Maintain optimal CAC across segments
 - Leverage product insights for growth
- **Q3:**
 - Reassess channel strategies
 - Focus on customer retention and satisfaction
- **Q4:**
 - Evaluate yearly achievements
 - Plan future benchmarks

7. Key Metrics & Optimization

- **Metrics:** CAC, LTV, churn, conversion rates
- **Review:** Regular checks to ensure alignment with success goals and adaptive strategies