

Traction Roadmap

1. Traction Goals

- **Customer Acquisition:** Target healthcare providers in JRAH and similar regions.
- **Revenue Growth:** Aim for specific monthly or annual revenue growth targets through platform sales.
- **Market Penetration:** Achieve a tangible share of the SOM after initial regional success.

2. Minimum Success Criteria

Provider Adoption Rate

- Achieve adoption by at least 50 major healthcare providers within 3 years.
- Measure by tracking signed and active organizations.

Revenue Milestones

- **Year 1:** \$500,000 in annual revenue.
- **Year 2:** \$1.5 million in annual revenue.
- **Year 3:** \$3 million in annual revenue.

Market Penetration

- Secure at least 5% of the SOM within targeted markets.
- Utilize market research for confirmation.

Operational Scalability

- Ensure support for up to 10,000 concurrent users.
- Conduct system load testing.

3. Constraints

- **Budget Limitations:** Allocate funding across development, marketing, etc.

- **Timeframe:** 3-year roadmap with quarterly increments.
- **Resource Allocation:** Roles of team members and technical capabilities.

4. Traction Channels & Growth Experiments

Direct Selling

- Objective: Convert 20% of initial contacts within JRAH.
- Experiment Steps: Personalized demos and follow-ups.

Trade Shows

- Objective: Generate 100 qualified leads at events.
- Experiment Steps: Engaging booth and post-show follow-ups.

Referral Programs

- Objective: Double referrals with a 10% discount offer.
- Experiment Steps: Incentives and referral tracking.

5. Execution Plan & Quarterly Breakdown

- **Year 1:** Initial outreach, first trade show participation, referral launch.
- **Year 2 & 3:** Expand successful channels, refine based on insights.

6. Measure & Optimize

- **Key Metrics:** CAC, LTV, conversion rates, retention.
- **Analytics Tools:** Google Analytics, CRM systems.
- **Optimization:** Feedback loops, data-driven adjustments.