

# Traction Roadmap

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## 1. Traction Goals

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- **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

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### 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

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- **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

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### 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

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

## 6. Measure & Optimize

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