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## Tactic 1 - Goals (PTC)

In the early stages of building a startup, setting clear and actionable goals is crucial for guiding the venture towards success. These goals should be specific, measurable, achievable, relevant, and time-bound (SMART), and they will help in tracking progress and aligning the team towards a common vision. By breaking down the overarching vision into smaller, manageable milestones, entrepreneurs can effectively navigate the uncertainties of the startup journey.

Here are the operational goals and KPIs for your startup, **Planetary Temperature Control**:

Time Horizon	Goals	Key Results	KPIs
Week	Conduct initial interviews with 5 climate intervention operators to identify data needs.	<ol style="list-style-type: none"><li>1. Schedule interviews with 5 operators.</li><li>2. Gather feedback on data requirements.</li><li>3. Document insights from interviews.</li></ol>	<ol style="list-style-type: none"><li>1. Number of interviews conducted (5).</li><li>2. Number of data needs identified (3).</li><li>3. Insights documented (1 report).</li></ol>
Two Weeks	Develop a basic optimization engine prototype using satellite data APIs.	<ol style="list-style-type: none"><li>1. Integrate 2 satellite data APIs.</li><li>2. Create a basic optimization algorithm.</li><li>3. Test the prototype with sample data.</li></ol>	<ol style="list-style-type: none"><li>1. Number of APIs integrated (2).</li><li>2. Algorithm completion status (100%).</li><li>3. Test results documented (1 report).</li></ol>
Three Weeks	Validate the optimization engine with 3 climate intervention projects.	<ol style="list-style-type: none"><li>1. Select 3 projects for validation.</li><li>2. Run optimization scenarios for each project.</li><li>3. Collect feedback from project operators.</li></ol>	<ol style="list-style-type: none"><li>1. Number of projects validated (3).</li><li>2. Number of scenarios run (3).</li><li>3. Feedback collected (1 report).</li></ol>
Month	Launch a working prototype that provides real recommendations for climate interventions.	<ol style="list-style-type: none"><li>1. Finalize the prototype features.</li><li>2. Conduct user testing with 5 operators.</li><li>3. Gather user feedback for improvements.</li></ol>	<ol style="list-style-type: none"><li>1. Prototype features finalized (100%).</li><li>2. Number of user tests conducted (5).</li><li>3. Feedback collected (1 report).</li></ol>

## Tactic 2 - Systems (PTC)

In this step, we will outline the essential systems and goals for your startup idea, focusing on the coordination layer for climate interventions. This will help you track progress and optimize your operations effectively.

### Core Systems Table [🔗](#)

System Type	Recommended Systems
Goal Tracking	Asana, Trello, Google Sheets
Email	Gmail, Outlook, ProtonMail
Internal Communications	Slack, Microsoft Teams, Discord
Video Conferencing	Zoom, Google Meet, Microsoft Teams
Document/Files	Google Drive, Dropbox, Notion

### Goals and Systems Table [🔗](#)

Time Horizon	Goals (OKR/SMART)	KPI	Systems to Measure
3 Months	Objective: Validate the need for a climate intervention coordination platform.	10 interviews with climate operators	1. Google Forms for surveys 2. Zoom for interviews 3. Google Sheets for data analysis
	Key Result 1: Identify 5 key data points needed for optimization.	5 data points identified	1. Google Docs for documentation 2. Miro for brainstorming 3. Notion for tracking
	Key Result 2: Develop a prototype of the platform.	Prototype completed	1. Figma for design 2. GitHub for version control 3. Google Drive for file sharing
6 Months	Objective: Launch the first version of the platform.	100 users onboarded	1. Mailchimp for email campaigns 2. Google Analytics for user tracking 3. Airtable for user management
	Key Result 1: Achieve a user satisfaction score of 80%.	User satisfaction score	1. SurveyMonkey for feedback

			<ul style="list-style-type: none"> <li>2. Slack for user communication</li> <li>3. Google Forms for surveys</li> </ul>
	Key Result 2: Integrate with 3 existing climate data APIs.	3 APIs integrated	<ul style="list-style-type: none"> <li>1. Postman for API testing</li> <li>2. GitHub for code management</li> <li>3. Google Sheets for tracking integrations</li> </ul>

## Tactic 3 - Market Research (PTC)

Based on your startup idea, **Planetary Temperature Control**, I will guide you through the market research process. This will involve generating a series of tables that will help you define your hypotheses, identify your target personas, and design outreach strategies. Let's get started.

### 1. Hypotheses and Goals Tables [🔗](#)

#### End User Hypotheses [🔗](#)

Hypothesis	Market Research Goal
End users of climate intervention technologies lack a centralized platform for coordination.	Validate the need for a coordination platform among end users.
End users are currently making deployment decisions based on incomplete data.	Assess the impact of data availability on decision-making.
End users prioritize real-time data and recommendations for climate interventions.	Determine the importance of real-time data in their operations.

#### Economic Buyer Hypotheses [🔗](#)

Hypothesis	Market Research Goal
Economic buyers are willing to invest in a platform that optimizes climate intervention deployment.	Gauge willingness to pay for a coordination platform.
Economic buyers see value in reducing costs associated with inefficient deployment of climate interventions.	Understand the cost implications of current deployment strategies.
Economic buyers require demonstrable ROI before committing to new technologies.	Identify key metrics that demonstrate ROI for economic buyers.

### 2. Qualifications Table [🔗](#)

Persona Type	Description	Key Demographics/Role-Based Qualifications
End User	Operators of climate intervention technologies (e.g., DAC, biochar).	Age: 30-50, Experience: 5+ years in climate tech, Tech-savvy.
Economic Buyer	Decision-makers in organizations investing in climate solutions.	Age: 35-60, Experience: 10+ years in finance or sustainability, Budget authority.

### 3. Watering Holes Table [🔗](#)

Persona Type	Potential Sources/Locations for Recruiting
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End User	Climate tech conferences, online forums (e.g., Reddit, LinkedIn groups), industry webinars.
Economic Buyer	Sustainability investment summits, LinkedIn, industry reports, networking events.

#### 4. Outreach Table [🔗](#)

Persona Type	Sample Outreach Email Message
End User	<p>Subject: Seeking Insights on Climate Intervention Coordination</p> <p>Hi [Name], I'm reaching out to gather insights from professionals like you who are involved in climate interventions. Your expertise would be invaluable in shaping a new platform aimed at optimizing deployment strategies. Would you be open to a brief chat? Thank you!</p>
Economic Buyer	<p>Subject: Exploring Investment Opportunities in Climate Solutions</p> <p>Hi [Name], I hope this message finds you well. I'm developing a platform that aims to enhance the efficiency of climate interventions. I'd love to discuss how this could align with your investment goals. Can we schedule a time to connect? Thank you!</p>

#### 5. Survey Design Table [🔗](#)

Persona Type	Survey Goal	Request Message	Target # of Responses	Screeners (Question, Type, Options)	Questionnaire (Core Questions)	Thank You Message
End User	Validate the need for a coordination platform.	We value your input on climate interventions.	100	Do you work in climate tech? (Yes/No)	How do you currently make deployment decisions? What data do you rely on?	Thank you for your time! Your insights are crucial.
Economic Buyer	Assess willingness to invest in new technologies.	We appreciate your expertise in climate solutions.	50	Are you involved in investment decisions? (Yes/No)	What factors influence your investment decisions? What ROI do you expect?	Thank you for participating! Your feedback is invaluable.

#### 6. Explanation Table [🔗](#)

Question Type	Potential Bias and Revision Suggestions
Experience-Based	Questions about past experiences may lead to recall bias. Consider asking about recent experiences instead.

Behavioral	Ensure questions are open-ended to avoid leading responses.
Motivational	Avoid assuming motivations; ask directly about their decision-making process.
Perception-Oriented	Be cautious of framing questions in a way that suggests a "correct" answer.
Comparative / Preference	Ensure comparisons are clear and relevant to avoid confusion.
Probing for Depth	Use follow-up questions to clarify vague responses without leading.

## 7. Review Questions Table [🔗](#)

- Are your hypotheses clearly defined and testable?
- Have you gathered enough qualitative insights to transition to quantitative research?
- Do you have a clear understanding of your target personas and their needs?
- Are your outreach strategies tailored to each persona?

## 8. Forward Plans Question Table [🔗](#)

Next Steps
Conduct interviews with identified personas to validate hypotheses.
Analyze qualitative data to refine your platform concept.
Design and distribute surveys to gather quantitative data.
Prepare for potential pivots based on feedback received.

## 9. User Research Questions Table [🔗](#)

### End User [🔗](#)

Category	Questions
Individual Characteristics	What is your role in your organization?
	How long have you been involved in climate interventions?
Complementary Tools	What tools do you currently use for climate data analysis?
	How do you integrate data from different sources?
Gathering Places	Where do you typically seek information about climate interventions?
	What online communities do you participate in?
Daily Routine	Describe a typical day in your role.
	What tasks take up most of your time?

Top Priorities	What are your top priorities when making deployment decisions?
	How important is real-time data for your operations?

### Economic Buyer [🔗](#)

Category	Questions
Individual Characteristics	What is your role in investment decisions?
	How long have you been involved in funding climate solutions?
Complementary Tools	What metrics do you use to evaluate potential investments?
	How do you assess the ROI of new technologies?
Gathering Places	Where do you typically learn about new investment opportunities?
	What industry reports do you follow?
Daily Routine	Describe a typical day in your role.
	What factors influence your daily decision-making?
Top Priorities	What are your top priorities when considering new investments?
	How important is sustainability in your investment strategy?

## 10. Interview Script [🔗](#)

### 👥 Participants [🔗](#)

- Each call will include either one economic buyer (who can speak to pricing) or one user champion (who can speak to desired features).

### 🗣️ Preface (2 min) [🔗](#)

- “Describe the purpose of your call and how you plan to use the time. Ask them if it’s ok to record the session for note-taking purposes.”
- [After recording starts] “Just to confirm: is it okay if we record this session for note-taking purposes?”

### 👤 Introduction (5 min) [🔗](#)

- “Establish rapport, do introductions. Ask them broad questions about their role and priorities, then begin to narrow to your domain.”

### 💡 Hypotheses and Questions (20 min) [🔗](#)

#### Persona: End User

**Hypothesis: "End users of climate intervention technologies lack a centralized platform for coordination."**

Question Type	Sample Question
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Experience-Based	Can you walk me through the last time you made a deployment decision?
	What went through your mind when you realized you needed better coordination?
	Describe your first experience using a climate intervention tool.
Behavioral	How do you typically approach data analysis for deployment?
	Tell me about a time when you faced challenges in coordinating interventions.
	What steps did you take after realizing a deployment was inefficient?
Motivational	Why did you decide to use the current tools you have?
	What motivated that decision?
	What outcome were you hoping for with your current approach?
Perception-Oriented	How did you feel using your current solution?
	What did you expect to happen vs. what actually happened?
	What was surprising or disappointing about your experience?
Comparative / Preference	How does this compare to other tools you've used?
	If you had to choose between X and Y, which would you prefer?
	Which solution do you trust more, and why?
Probing for Depth	Can you tell me more about that experience?
	Why do you think that happened?
	What do you mean by "better coordination"?

**Repeat this structure for all 3 End User hypotheses, then all 3 Economic Buyer hypotheses.**

#### **Wrap-Up (5 min)** [🔗](#)

- “Do you have any other thoughts or feedback you’d like to share today?”
- “Was there anything we should have asked but didn’t?”
- “That’s all the questions for today. Thank you so much — your input is incredibly valuable and will shape what we build.”

#### **Post-Interview Guidance: Conduct + Analyze** [🔗](#)

##### **Conduct Interviews** [🔗](#)

- How many interviews? Start with 5–8 interviews per persona before adjusting; aim for saturation (where you're no longer hearing new insights).
- Stack interviews for the same persona: Run interviews in batches to quickly test/validate a hypothesis before moving on.

## ✅ Analyze Results [↗](#)

- Involve your team in live interviews when possible to reduce “analysis paralysis” later.
- Host live debriefs right after each interview or after a small batch — revisit hypotheses together.

## Tactic 4 - Assets (PTC)

In this step, we will outline the foundational elements necessary for your startup, focusing on hypotheses, goals, target audience, outreach strategies, and survey design. This structured approach will help you clarify your vision and effectively communicate your startup's value proposition.

### 1. Hypotheses, Goals, and Script Table [🔗](#)

Hypotheses	Goals	Script
Climate interventions lack coordination, leading to inefficient deployment.	Validate the need for a coordination platform among climate intervention projects.	"Hello, I'm [Your Name], and I'm excited to introduce Planetary Temperature Control, a platform designed to optimize climate interventions by providing real-time data and recommendations for deployment."
Operators need a centralized system to access satellite data and optimization algorithms.	Develop a working prototype within 45 days that demonstrates the platform's capabilities.	"Our platform will serve as the command system that integrates various climate solutions, ensuring they are deployed where and when they are most effective."
Current solutions are isolated and do not communicate with each other.	Engage with at least 10 operators to gather insights on their data needs.	"By collaborating with existing projects, we can enhance their impact and contribute to a significant reduction in global temperatures."

### 2. Qualifications Table for End User Profile [🔗](#)

Characteristics	Description
Industry	Climate intervention projects (DAC, biochar, ocean alkalinity)
Size	Medium to large organizations with existing operations
Technical Expertise	Familiarity with satellite data and climate modeling
Decision-Making	Stakeholders involved in project deployment and funding
Pain Points	Inefficiency in project coordination and data access

### 3. Watering Holes Table [🔗](#)

Platform/Community	Description
LinkedIn Groups	Professional groups focused on climate technology and sustainability.
Climate Conferences	Events where industry leaders gather to discuss innovations and challenges.

Online Forums	Platforms like Reddit or specialized forums for climate tech discussions.
Research Publications	Journals and articles where climate intervention research is published.

#### 4. Outreach Table [🔗](#)

Outreach Type	Sample Message
Email	"Subject: Collaboration Opportunity in Climate Solutions Hi [Name], I'm reaching out to introduce Planetary Temperature Control, a platform that optimizes climate interventions. I believe your work in [specific project] aligns with our mission. Can we schedule a time to discuss potential collaboration?"
Social Media	"Excited to share our new platform, Planetary Temperature Control, designed to enhance the efficiency of climate interventions. Let's connect!"

#### 5. Survey Design Table [🔗](#)

Element	Details
Goal	To understand the data needs and deployment challenges faced by climate intervention operators.
Request Message	"We value your insights on climate intervention strategies. Please take a moment to complete our survey."
Targeted Number of Responses	100 responses from industry professionals.
Screening Questions	1. Are you involved in climate intervention projects? 2. What is your role in your organization?
Questionnaire	1. What data do you currently use for project deployment? 2. What challenges do you face in coordinating interventions?
Closing Message	"Thank you for your valuable input! Your feedback will help shape a more effective climate intervention strategy."

#### 3. Bias Evaluation and Question Redesign [🔗](#)

- **Potential Biases:** Questions may lead respondents towards specific answers or assume prior knowledge.
- **Redesign Suggestions:**
  - Instead of "What challenges do you face in coordinating interventions?", ask "Can you describe any challenges you encounter in your work related to climate interventions?" This open-ended question allows for a broader range of responses.

#### 4. Review Question [🔗](#)

Indicators for transitioning from qualitative to quantitative research include:

- A clear understanding of user needs and pain points from qualitative interviews.
- A defined set of metrics to measure success based on qualitative insights.
- A sufficient sample size for quantitative analysis (e.g., 100+ responses).

## 5. Forward Plans Question [↗](#)

Next steps after conducting the survey:

- Analyze survey results to identify common themes and insights.
- Refine the platform's features based on user feedback.
- Begin outreach to potential partners and stakeholders based on survey findings.

## Tactic 5 - Marketing (PTC)

In this step, we will establish the foundational elements necessary for your startup's marketing strategy, focusing on online advertising as a key tool for customer acquisition and market testing. This will involve setting clear goals, identifying suitable platforms, designing ad experiments, and estimating budgets and customer metrics.

### a. Ad Goals Table [🔗](#)

Goals	Rationale	Hypothesis	Metric	Organizational Goal
Identify potential end users	To understand who is interested in the climate intervention coordination platform	Targeted ads will attract users interested in climate solutions	Number of leads generated	Build a user base for the platform
Validate the quantified value proposition	To ensure the value proposition resonates with the target audience	Different messaging will yield varying levels of interest	Click-through rate (CTR)	Refine the value proposition
Optimize ad spend	To maximize the effectiveness of the advertising budget	Lower cost per acquisition (CPA) can be achieved through targeted ads	Cost per acquisition (CPA)	Increase marketing efficiency

### b. Platforms Table [🔗](#)

Ad Platforms	Pros	Cons	Ranking
Facebook & Instagram	Large user base, advanced targeting options	Can be expensive, ad fatigue	1
LinkedIn	Professional audience, great for B2B targeting	Higher cost per click, less engagement for B2C	2
Google Ads	High intent traffic, extensive reach	Requires expertise to optimize, can be costly	3
TikTok	Engaging format, growing user base	Less targeting options, younger audience	4
YouTube	Visual storytelling, high engagement	Requires video content, can be expensive	5

c. Ad Test Experiments Table [🔗](#)

Ad #	Targeting (Demographics)	Targeting (Psychographics)	Content (Value Prop)	Description	Visual (Sample URL)	Call to Action	URL (Example)
1	Ages 25-45, Urban areas	Environmentally conscious	"Optimize climate interventions"	A platform that coordinates climate solutions	<a href="#">Sample Image</a>	"Learn More"	<a href="https://example.com">https://example.com</a>
2	Ages 30-50, Professionals	Tech-savvy, Innovative	"Be part of the solution"	Join the mission to cool the Earth	<a href="#">Sample Image</a>	"Join Us"	<a href="https://example.com">https://example.com</a>
3	Ages 18-35, Students	Socially responsible	"Make a difference"	Engage in climate action	<a href="#">Sample Image</a>	"Get Involved"	<a href="https://example.com">https://example.com</a>

d. Budget Table [🔗](#)

Time Frame	Starting Budget	Max Budget for Initial Experiment
4 weeks	\$1,000	\$5,000

e. Findings Table [🔗](#)

Ad #	Results & Insights	Metrics/KPIs	Insights	Next Steps
1	200 leads generated	CTR: 2%	Target audience is engaged	Refine targeting based on demographics
2	150 leads generated	CPA: \$15	Professionals are interested	Test different messaging
3	100 leads generated	CTR: 1.5%	Students respond well	Increase budget for this demographic

f. COCA (Cost of Customer Acquisition) Table [🔗](#)

Costs of Experiment	Funnel Stage	Description	# of Individuals	Conversion %	Cost Per Count	COCA Estimate	Estimate Method	Realism & Limitations
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\$1,000	Awareness	Ad clicks	1,000	20%	\$1	\$5	Based on CTR and leads generated	Assumes consistent performance across ads
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#### g. LTV Breakdown Table [🔗](#)

Product/Service	Gross Revenue	Gross Profit	Count Per Year Per Customer	Annual Gross Revenue Per Customer	Annual Gross Profit Per Customer	Annual Profit Per Customer	Estimated Customer Lifetime (Years)	Estimated LTV
Subscription	\$120	\$60	1	\$120	\$60	\$60	5	\$300

- **Does the lifetime value of a customer represent short, medium, or long term?:** Medium term.
- **How will the LTV change over time?:** As the platform scales, LTV may increase due to upselling and cross-selling opportunities.

#### h. COCA:LTV Table [🔗](#)

Case	Annual Gross Profit Per Customer	Customer Lifetime (Years)	Customer Lifetime Value	COCA	LTV:COCA Ratio
Bear Case	\$50	3	\$150	\$10	15:1
Base Case	\$60	5	\$300	\$5	60:1
Bull Case	\$80	7	\$560	\$3	186:1

- **How did you determine the bear and bull cases?:** Based on market research and potential customer growth.
- **What do the LTV:COCA ratios indicate?:** Strong potential for profitability and sustainability.



## Tactic 6 - Sales (PTC)

In this step, we will outline the essential components for developing a systematic approach to outbound sales outreach, focusing on identifying target profiles, collecting data, and crafting compelling content for effective engagement.

Step	Content
1. Targets	<b>End User Profiles:</b> <ul style="list-style-type: none"><li>1. Climate Scientists</li><li>2. Environmental Policy Makers</li><li>3. Corporate Sustainability Officers</li></ul> <b>Approach:</b> Conduct interviews with potential users to understand their data needs and preferences. Use insights to refine target profiles and identify additional segments.
2. Data Collection	<b>Methods:</b> Utilize online databases, social media platforms, and industry reports to gather contact information. <b>Tools:</b>
3. Lead List	<b>Example Lead List:</b>
4. Mediums	<b>Contact Mediums:</b> <ul style="list-style-type: none"><li>1. Email</li><li>2. LinkedIn Messages</li><li>3. Phone Calls</li></ul> <b>Prioritization:</b> Email is the primary medium due to its scalability and documentation capabilities, followed by LinkedIn for personalized outreach.
5. Compelling Content	<b>Initial Outreach Content:</b>
6. Content Checklist	<b>Essential Components:</b> <ul style="list-style-type: none"><li>1. Introduction and reason for outreach</li><li>2. Company name and value proposition</li><li>3. Clear call to action</li></ul> <b>Additional Components:</b> Consider including a brief case study or testimonial to enhance credibility.
7. Outreach Tooling	<b>Tools for Outreach:</b>
8. Results	<b>Tracking Metrics:</b>

# Tactic 7 - Product Roadmap (PTC)

In this step, we will focus on refining and prioritizing the features and functionalities of your startup idea, ensuring that they align with your organizational goals and market demands. This structured approach will help you create a clear product roadmap that guides your development process.

## 1. Product Ideas

Feature/Functionality	Description
1. Data Integration	Integrate satellite data APIs (e.g., NASA, Copernicus) for real-time climate data.
2. Geographic Optimization	Develop algorithms to determine optimal locations for climate interventions.
3. User Dashboard	Create a user-friendly interface for operators to view recommendations and data.
4. Recommendation Engine	Build an engine that provides actionable insights on where and when to deploy interventions.
5. Reporting Tools	Implement tools for users to generate reports on climate intervention effectiveness.
6. Collaboration Features	Enable users to share data and insights with other stakeholders in the climate intervention space.
7. API Access	Provide API access for third-party developers to integrate with the platform.
8. User Management	Develop user roles and permissions for different stakeholders.
9. Feedback Mechanism	Create a system for users to provide feedback on recommendations and platform usability.
10. Mobile Compatibility	Ensure the platform is accessible via mobile devices for on-the-go access.

## 2. Now

Feature/Functionality	Description	Importance (1-10)	Ease of Implementation (1-10)
1. Data Integration	Integrate satellite data APIs for real-time climate data.	10	7
2. Geographic Optimization	Develop algorithms to determine optimal locations for climate interventions.	9	6
3. User Dashboard	Create a user-friendly interface for operators to view recommendations and data.	8	5

4. Recommendation Engine	Build an engine that provides actionable insights on where and when to deploy interventions.	10	8
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### 3. Next and Later [🔗](#)

Feature/Functionality	Description	Priority Level
1. Reporting Tools	Implement tools for users to generate reports on climate intervention effectiveness.	Next
2. Collaboration Features	Enable users to share data and insights with other stakeholders.	Next
3. API Access	Provide API access for third-party developers.	Later
4. User Management	Develop user roles and permissions.	Later
5. Feedback Mechanism	Create a system for users to provide feedback.	Later
6. Mobile Compatibility	Ensure the platform is accessible via mobile devices.	Later

### 4. Goals [🔗](#)

The features in the "now" category directly support the organizational goal of creating a comprehensive climate intervention coordination platform. By focusing on data integration, geographic optimization, and user interface development, we are laying the groundwork for a system that can effectively optimize climate interventions, which is the core mission of your startup.

## Tactic 8 - Design (PTC)

In this step, we will delve into the essential steps for designing your Minimum Viable Business Product (MVB). The focus will be on creating a user-centered design that evolves through iterative feedback and testing, ensuring that the final product delivers real value to end users.

### a. Features

Name	Description	# of Pages/Views
Climate Intervention Dashboard	A dashboard that provides real-time data on climate interventions and their effectiveness. This feature is crucial as it allows users to visualize the impact of their actions and make informed decisions.	5
Geographic Optimization Tool	A tool that suggests optimal locations for deploying climate interventions based on satellite data and geographic algorithms. This is essential for maximizing the effectiveness of interventions.	4
Data Integration Interface	An interface that allows users to integrate various data sources (e.g., satellite data APIs) for a comprehensive view of climate data. This feature is vital for ensuring that users have access to all necessary information.	3

### b. Inspiration


Name	Rationale	Specific Elements for Inspiration	URL
Climeworks	Known for its sleek design and user-friendly interface.	Clean layout, intuitive navigation, and effective data visualization.	<a href="http://climeworks.com">http://climeworks.com</a>
Google Earth	Offers a powerful visualization of geographic data.	Interactive maps and satellite imagery that enhance user experience.	<a href="http://earth.google.com">http://earth.google.com</a>
Stripe	Renowned for its elegant design and usability.	Strong emphasis on user experience and clear information presentation.	<a href="http://stripe.com">http://stripe.com</a>

### c. Sketch


Reflection	Review	Forward Plans
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Sketching the first three features opened my mind to the potential of visualizing complex data in an intuitive way.	I initially had a more complex layout for the dashboard, but simplified it to enhance usability.	I will begin user testing by presenting these sketches to potential users for feedback.	
I anticipate that the geographic optimization tool may need adjustments based on user feedback regarding usability.	I will determine what to change next by observing user interactions during testing.		

#### d. Tools [🔗](#)

Name	URL	Pros	Cons
Figma	<a href="http://figma.com">http://figma.com</a>	Very flexible and includes prototyping tools to create clickable prototypes for testing.	Limited collaboration features available on the free plan.
Adobe XD	 <a href="#">Adobe XD Learn &amp; Support</a>	Excellent for creating high-fidelity prototypes with interactive elements.	Can be complex for beginners to navigate.
Balsamiq	<a href="http://balsamiq.com">http://balsamiq.com</a>	Great for low-fidelity wireframes, allowing for quick iterations.	Limited functionality for high-fidelity designs.

#### e. Templates [🔗](#)

Name	URL	Price	Pros	Cons
Lo-fi Wireframe Kit	<a href="https://www.figma.com/community/file/887892609124245416">https://www.figma.com/community/file/887892609124245416</a>	FREE	Simple, clean, and includes a variety of over 100 components.	Limited to low fidelity wireframes, will need to migrate later.
UI Kit	<a href="https://www.uikit.com">https://www.uikit.com</a>	\$29	Comprehensive set of UI components for faster design.	May require customization to fit specific needs.
Mobile App Template	 <a href="#">Argon Design System</a>	FREE	Pre-built components for mobile apps, saving design time.	Might not be fully customizable for unique branding.

#### f. Prototypes [🔗](#)

Clickable Flows	Review	Review
1. User logs in → 2. Accesses dashboard → 3. Uses geographic optimization tool.	All views/screens identified exist, but the data integration interface needs to be built.	The transition from the dashboard to the optimization tool may confuse users; I will observe this during testing.

## Tactic 9 - User Testing (PTC)

### Planetary Temperature Control User Testing Workbook

#### 1. Research Goals

Goal Number	Research Goal Description
1	Identify the specific data needs of climate intervention operators to optimize deployment strategies.
2	Understand user perceptions of the platform's usability and effectiveness in coordinating climate interventions.
3	Assess the clarity of the information presented in the prototype regarding satellite data and optimization recommendations.
4	Evaluate the ease of navigation within the platform for users unfamiliar with climate data.
5	Gather feedback on the overall user experience and identify any pain points during the testing process.

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#### 2. Script and Tasks

Task Number	Task Description	Estimated Time	
1	Navigate to the dashboard and locate the recommended deployment areas for a specific climate intervention project.	5 minutes	
2	Access satellite data for a selected region and interpret the information provided.	5 minutes	
3	Adjust parameters for optimization and view the updated recommendations.	5 minutes	
4	Provide feedback on the clarity of the data visualizations presented.	5 minutes	
5	Rate the overall ease of use of the platform on a scale of 1-5 after completing the tasks.	5 minutes	

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### 3. Outreach

Subject: Invitation to Participate in User Testing for Planetary Temperature Control

Hi [Participant's Name],

I hope this message finds you well! We are excited to share that we have developed a prototype for our climate intervention coordination platform, Planetary Temperature Control. We would love to get your input on it.

We are looking for participants to engage in a user testing session, which will involve a 30-45 minute call where you will be asked to complete some tasks using our prototype. Your feedback will be invaluable in helping us refine the platform to better meet the needs of climate intervention operators.

Please let us know your availability for the coming week, and we will do our best to accommodate.

Best regards,

[Your Name]

[Your Contact Information]

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### 4. Participant Tracking and Scheduling

Name	Title	Organization	Email	Source	Reached Out?	User Test Date & Time
John Doe	Climate Scientist	Green Solutions Inc.	<a href="mailto:john.doe@greensol.com">john.doe@greensol.com</a>	Referral	Yes	Monday, 6/22 at 3 PM
Jane Smith	Environmental Analyst	Eco Innovations	<a href="mailto:jane.smith@ecoinnov.com">jane.smith@ecoinnov.com</a>	Networking	Yes	Tuesday, 6/23 at 1 PM
Mark Johnson	Policy Advisor	Climate Action Group	<a href="mailto:mark.j@climateaction.org">mark.j@climateaction.org</a>	Referral	Yes	Wednesday, 6/24 at 10 AM

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### 5. Insights Grid

Participant Name	Task 1 Success	Task 1 Easiness	Task 2 Success	Task 2 Easiness	Task 3 Success	Task 3 Easiness	Task 4 Success	Task 4 Easiness	Task 5 Success	Task 5 Easiness	Qualitative Notes
John Doe	Yes	4	Yes	3	No	2	Yes	4	Yes	5	Found the platform intuitive but struggled

											with data interpretation.
Jane Smith	Yes	5	Yes	4	Yes	4	Yes	5	Yes	4	Enjoyed the visualizations but suggested clearer labels.
Mark Johnson	No	2	Yes	3	Yes	4	No	2	Yes	3	Had difficulty navigating; recommended a tutorial feature.

## 6. Next Steps

Timeframe	Action Item Description
Immediate	Revise the prototype based on participant feedback regarding navigation and data clarity.
Short-term	Implement a tutorial feature to assist new users in navigating the platform.
Long-term	Develop additional features based on user insights to enhance the overall user experience and effectiveness of the platform.



## Tactic 10 - Engineering (PTC)

The transition from product design to development is a critical phase for any startup, especially one focused on innovative solutions like climate intervention coordination. This step involves evaluating various technological tools and resources that can help bring your vision to life while ensuring scalability and efficiency.

### a. No-Code Tools [🔗](#)


Name	Website	Specialty	Pros	Cons	Pricing	Feasible
Bubble	<a href="#">Bubble: The full-stack no-code app builder. Start for free!</a>	Known for mobile apps	Very simple to use, embedded database, lots of plugins, helpful templates	Limited functionality on the free plan	Free to develop, up to \$500/month for production	Yes
Stack-AI	<a href="https://stack-ai.com">https://stack-ai.com</a>	AI integration	Integrates AI capabilities easily, user-friendly	May require additional learning for complex features	Pricing varies based on usage	Yes
Thunkable	<a href="https://thunkable.com">https://thunkable.com</a>	Mobile app development	Drag-and-drop interface, quick prototyping	Limited customization options	Free tier available, paid plans start at \$25/month	Yes
Adalo	<a href="https://adalo.com">https://adalo.com</a>	Web and mobile apps	Fast development, pre-built components	Performance issues with complex apps	Free tier available, paid plans start at \$50/month	Yes
Glide	<a href="https://glideapps.com">https://glideapps.com</a>	Spreadsheet-based apps	Easy to use, integrates with Google Sheets	Limited functionality for complex applications	Free tier available, paid plans start at \$29/month	Yes

### b. Low-Code [🔗](#)

Name	Website	Specialty	Pros	Cons	Pricing	Feasible
OutSystems	<a href="https://outsystems.com">https://outsystems.com</a>	Enterprise applications	Robust features, good for	Higher learning curve	Pricing on request	Yes

			complex applications			
Mendix	<a href="https://mendix.com">https://mendix.com</a>	Rapid application development	Strong collaboration tools, good for teams	Can be expensive for small projects	Pricing on request	Yes
UiPath Low-Code Studio		Automation and integration	Plenty of relevant functionality under one umbrella	Debugging can be complex	Pricing on request	Yes
Zoho Creator		Business applications	User-friendly, integrates with other Zoho products	Limited scalability for large applications	Free tier available, paid plans start at \$10/month	Yes
Retool	<a href="https://retool.com">https://retool.com</a>	Internal tools	Fast development of internal tools	Limited to internal applications	Free tier available, paid plans start at \$10/user/month	Yes

### c. Frontend

Name	Website	Pros	Cons	Feasible
React	<a href="https://reactjs.org">https://reactjs.org</a>	Strong ecosystem, reusable components	Steeper learning curve for beginners	Yes
Angular	<a href="https://angular.io">https://angular.io</a>	Comprehensive framework, great for large apps	Can be complex to set up	Yes
Vue.js	<a href="https://vuejs.org">https://vuejs.org</a>	Easy to learn, flexible	Smaller community compared to React/Angular	Yes
HTML/CSS/JavaScript	N/A	Fundamental web technologies	Requires more coding for complex features	Yes
Swift		Best for iOS apps, strong	Limited to Apple ecosystem	Yes

		performance		
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#### d. Backend [↗](#)

Name	Website	Pros	Cons	Feasible
Node.js	<a href="https://nodejs.org">https://nodejs.org</a>	Fast, scalable, great for real-time applications	Callback hell can complicate code	Yes
Python	<a href="https://python.org">https://python.org</a>	Easy to learn, great for data manipulation	Slower than some other languages	Yes
Ruby on Rails	<a href="https://rubyonrails.org">https://rubyonrails.org</a>	Convention over configuration, rapid development	Performance can be an issue for large apps	Yes
Java	<a href="https://java.com">https://java.com</a>	Strong performance, widely used	Verbose syntax	Yes
Go	<a href="https://golang.org">https://golang.org</a>	High performance, great for concurrent applications	Smaller community	Yes

#### e. Database [↗](#)

Name	Website	Pros	Cons	Feasible
PostgreSQL	<a href="https://postgresql.org">https://postgresql.org</a>	Powerful, open-source, supports complex queries	Can be complex to set up	Yes
MongoDB	<a href="https://www.mongodb.com">https://www.mongodb.com</a>	Flexible schema, great for unstructured data	Limited querying capabilities	Yes
MySQL	<a href="https://www.mysql.com">https://www.mysql.com</a>	Widely used, strong community support	Less flexible than NoSQL options	Yes
Firebase	<a href="https://firebase.google.com">https://firebase.google.com</a>	Real-time database, easy to integrate with apps	Limited querying capabilities	Yes
SQLite	<a href="https://www.sqlite.org">https://www.sqlite.org</a>	Lightweight, easy to set up	Not suitable for large-scale applications	Yes

## f. Data Design [↗](#)

Data Type	Fields	Relationships
User	ID, Name, Email, Role	One-to-many with Projects
Project	ID, Name, Description, Status	Many-to-one with User, many-to-many with Interventions
Intervention	ID, Type, Location, Date	Many-to-many with Projects
Feedback	ID, UserID, ProjectID, Comments	One-to-one with User, one-to-one with Project

## g. Talent [↗](#)

Talent Type	Short-Term Benefits	Short-Term Disadvantages	Long-Term Benefits	Long-Term Disadvantages	Potential Sources
Recruiting a Technical Co-Founder	Brings expertise, shares vision	Time-consuming to find the right fit	Long-term commitment, shared ownership	May require equity compensation	Networking events, startup meetups
Learning the Skills Yourself	Full control over product development	Time-consuming, steep learning curve	Deep understanding of product	May delay product launch	Online courses, coding bootcamps
Hiring a Tech Lead or Engineer	Immediate expertise, faster development	High salary costs	Can scale team as needed	Risk of misalignment with vision	Job boards, recruitment agencies
Outsourcing	Cost-effective, quick turnaround	Less control over quality	Access to specialized skills	Potential communication issues	Freelance platforms, development shops

## Tactic 11 - Legal (PTC)

In this step, we will focus on the essential legal considerations for your startup, including the urgency of various legal needs, potential legal advisors, incorporation decisions, equity distribution, and necessary documentation. This comprehensive approach will help ensure that your startup is well-prepared for its legal journey.

### Need and Timing

Need	Urgency	Impact on the Business	Impact on You Personally
Limiting Personal Liability	High	Protects personal assets from business liabilities	Reduces personal risk and stress
Signing a Customer Contract	High	Secures first revenue and establishes business credibility	Increases personal financial security
Signing an NDA	Medium	Protects sensitive information and business strategies	Safeguards personal ideas and contributions
Fundraising	High	Essential for growth and scaling operations	Involves personal investment and potential financial gain
Collecting Payment from Customer	High	Critical for cash flow and business sustainability	Directly affects personal income
Filing a Patent or Other IP	Medium	Protects intellectual property and competitive advantage	Ensures personal contributions are recognized
Hiring an Employee	High	Expands team capacity and capabilities	Involves personal responsibility for team management
Aligning on Co-Founder Equity	High	Establishes clear ownership and reduces future conflicts	Ensures fair compensation and motivation among founders
Other?	N/A	N/A	N/A

### Representation

Name	Title	Email	Firm	Rate	Specialties
Paul Cheek	Partner	<a href="mailto:paul@paulcheek.com">paul@paulcheek.com</a>	Cheek LLC	\$950/hour	Startup law and

					compensation
Jane Doe	Associate	<a href="mailto:jane@lawfirm.com">jane@lawfirm.com</a>	Law Firm	\$600/hour	Intellectual property and contracts
John Smith	Partner	<a href="mailto:john@lawfirm.com">john@lawfirm.com</a>	Law Firm	\$800/hour	Corporate law and fundraising
Emily Johnson	Senior Counsel	<a href="mailto:emily@lawfirm.com">emily@lawfirm.com</a>	Law Firm	\$700/hour	Employment law and compliance
Mark Lee	Partner	<a href="mailto:mark@lawfirm.com">mark@lawfirm.com</a>	Law Firm	\$900/hour	Tax law and corporate structuring

## Incorporation

Planning Questions	Answers
What is the primary driver of your decision to incorporate?	To limit personal liability and establish a formal business structure for fundraising.
What type of corporate entity will you choose to set up? Why?	C-Corporation, as it is preferred by investors and provides personal liability protection.
Where will you establish your new corporate entity?	Delaware, due to its favorable corporate laws and established legal precedents.
Will you seek legal representation or use an online service to incorporate? Why?	Legal representation for personalized advice and to ensure compliance with all regulations.

## Equity

Name	Title	Board Director	% Equity	Shares	Vesting (Months)	Cliff (Months)	Justification
Claude Sonnet	Co-Founder	Yes	40%	400,000	48	12	Key technical expertise and full-time commitment
[Co-Founder Name]	Co-Founder	Yes	30%	300,000	48	12	Significant industry experience and network

[Co-Founder Name]	Co-Founder	No	20%	200,000	48	12	Contributes essential skills and part-time support
[Co-Founder Name]	Co-Founder	No	10%	100,000	48	12	Advisory role with strategic insights
Total			100%	1,000,000			

## Documentation

Name	Source	Purpose	Team Copy URL
Articles of Incorporation	Legal Counsel	Establishes the existence of the corporation	[Link to Document]
Corporate Bylaws	Legal Counsel	Outlines the governance structure of the corporation	[Link to Document]
NDA	Online Template	Protects confidential information	[Link to Document]
Employment Contracts	Legal Counsel	Defines terms of employment for new hires	[Link to Document]
83(b) Election	Legal Counsel	Ensures tax treatment of equity grants	[Link to Document]
Terms of Service	Online Template	Governs the use of the platform by users	[Link to Document]
Privacy Policy	Online Template	Outlines data handling practices	[Link to Document]

## Tactic 12 - Finance (PTC)

In this step, we will focus on building a comprehensive financial model for your startup, which is essential for understanding your revenue streams, costs, and overall financial health. This process will help you set realistic goals and track your progress as you work towards achieving greatness in your entrepreneurial journey.

### Sales Plan [🔗](#)

Quarter	Q1 Year 1	Q2 Year 1	Q3 Year 1	Q4 Year 1	Year 2	Year 3	Year 4
Customers (Model 1)	4	6	8	10	12	15	20
Units/Custom er (Model 1)	5	8	10	15	15	15	15
Unit Sales (Model 1)	20	48	80	150	180	225	300
Sales Price (Model 1)	\$10,000	\$10,000	\$10,000	\$7,500	\$7,500	\$7,500	\$7,500
Product Revenue (Model 1)	\$200,000	\$480,000	\$800,000	\$1,125,000	\$1,350,000	\$1,687,500	\$2,250,000

**Explanation:** The sales plan is based on a gradual increase in customer acquisition and unit sales over the first four years. The sales price is projected to decrease slightly as the product matures in the market, reflecting competitive pricing strategies.

### Support Revenue [🔗](#)

Quarter	Q1 Year 1	Q2 Year 1	Q3 Year 1	Q4 Year 1	Year 2	Year 3	Year 4
Total Installed Base	0	4	10	20	30	45	60
Supported Base (Retention Rate)	0%	80%	80%	80%	80%	80%	80%
Support Revenue (18% of Total Revenue)	\$0	\$36,000	\$72,000	\$144,000	\$216,000	\$324,000	\$432,000

**Explanation:** The support revenue is calculated based on the installed base of customers and a retention rate of 80%. The support revenue grows as the customer base increases, reflecting the ongoing need for support services.

### Revenue [🔗](#)



Quarter	Q1 Year 1	Q2 Year 1	Q3 Year 1	Q4 Year 1	Year 2	Year 3	Year 4
Sales Revenue	\$200,000	\$480,000	\$800,000	\$1,125,000	\$1,350,000	\$1,687,500	\$2,250,000
Support Revenue	\$0	\$36,000	\$72,000	\$144,000	\$216,000	\$324,000	\$432,000
Total Revenue	\$200,000	\$516,000	\$872,000	\$1,269,000	\$1,566,000	\$2,011,500	\$2,682,000

**Explanation:** The total revenue combines both sales and support revenue, showing a steady growth trajectory as the business scales.

### Cost of Goods Sold (COGS) [🔗](#)

Quarter	Q1 Year 1	Q2 Year 1	Q3 Year 1	Q4 Year 1	Year 2	Year 3	Year 4
Variable COGS per Unit	\$2,000	\$2,000	\$2,000	\$1,500	\$1,500	\$1,500	\$1,500
Total Variable Costs	\$40,000	\$96,000	\$160,000	\$225,000	\$270,000	\$337,500	\$450,000
Manufacturing Staffing Plan	3	4	5	6	8	10	12
Total COGS	\$40,000	\$96,000	\$160,000	\$225,000	\$270,000	\$337,500	\$450,000

**Explanation:** COGS is calculated based on variable costs per unit and the total number of units sold. The manufacturing staffing plan reflects the need for additional staff as production scales.

### Support COGS [🔗](#)

Quarter	Q1 Year 1	Q2 Year 1	Q3 Year 1	Q4 Year 1	Year 2	Year 3	Year 4
Support Staffing Plan	2	2	3	3	4	5	6
Support Staff Costs	\$160,000	\$160,000	\$240,000	\$240,000	\$320,000	\$400,000	\$480,000
Total Support COGS	\$160,000	\$160,000	\$240,000	\$240,000	\$320,000	\$400,000	\$480,000

**Explanation:** Support COGS includes the costs associated with support staff, which increase as the customer base grows and requires more support.

### Total COGS [🔗](#)

Quarter	Q1 Year 1	Q2 Year 1	Q3 Year 1	Q4 Year 1	Year 2	Year 3	Year 4
---------	-----------	-----------	-----------	-----------	--------	--------	--------

Total Product COGS	\$40,000	\$96,000	\$160,000	\$225,000	\$270,000	\$337,500	\$450,000
Total Support COGS	\$160,000	\$160,000	\$240,000	\$240,000	\$320,000	\$400,000	\$480,000
Total COGS	\$200,000	\$256,000	\$400,000	\$465,000	\$590,000	\$737,500	\$930,000

**Explanation:** Total COGS combines product and support costs, providing insight into the overall cost structure and its impact on profitability.

### Proforma Financial Model Tables Generation [🔗](#)

This is a beta feature to provide you with a Proforma Financial Model based on Charlie Tillet (MIT SM '91). Here is a link to the original spreadsheet for reference: [Financial Template](#).

#### A. P&L By Year [🔗](#)

Year	Revenue	COGS	Gross Margin	Operating Expenses	Operating Profit
Year 1	\$1,583,793	\$1,068,766	\$515,027	\$4,456,100	\$(3,941,074)
Year 2	\$8,641,642	\$3,863,258	\$4,778,384	\$8,718,575	\$(3,940,191)
Year 3	\$25,582,237	\$10,206,619	\$15,375,618	\$15,272,275	\$103,343
Year 4	\$54,968,139	\$18,393,797	\$36,574,342	\$24,539,875	\$12,034,467

**Explanation:** The P&L table summarizes the revenue, COGS, gross margin, operating expenses, and operating profit over four years, illustrating the financial trajectory of the startup.

#### H. Staffing Plan [🔗](#)

Year	R&D Staff	Sales Staff	Marketing Staff	General & Admin Staff	Total Staff
Year 1	10	4	3	5	22
Year 2	15	6	4	6	31
Year 3	20	10	6	8	54
Year 4	25	15	8	10	58

**Explanation:** The staffing plan outlines the number of employees in various departments, reflecting the growth of the organization as it scales.

#### I. Staffing Expenses [🔗](#)

Year	R&D Expenses	Sales Expenses	Marketing Expenses	General & Admin Expenses	Total Expenses
Year 1	\$1,500,000	\$600,000	\$300,000	\$400,000	\$2,800,000

Year 2	\$2,000,000	\$800,000	\$400,000	\$500,000	\$3,700,000
Year 3	\$3,000,000	\$1,200,000	\$600,000	\$700,000	\$5,500,000
Year 4	\$4,000,000	\$1,500,000	\$800,000	\$900,000	\$7,200,000

**Explanation:** Staffing expenses are projected to increase as the company hires more employees to support growth.

#### J. Rent Calculations [🔗](#)

Year	Rent Cost	Space Required (sq ft)	Total Rent
Year 1	\$50,000	1,000	\$50,000
Year 2	\$75,000	1,500	\$75,000
Year 3	\$100,000	2,000	\$100,000
Year 4	\$150,000	3,000	\$150,000

**Explanation:** Rent costs are expected to rise as the company expands its physical space to accommodate more staff and operations.

#### K. Departmental Operating Expenses [🔗](#)

Year	R&D Expenses	Sales Expenses	Marketing Expenses	General & Admin Expenses	Total Operating Expenses
Year 1	\$1,450,500	\$1,675,000	\$1,330,600	\$4,456,100	\$8,912,200
Year 2	\$3,368,950	\$3,328,525	\$2,021,100	\$8,718,575	\$17,437,150
Year 3	\$5,204,650	\$6,806,575	\$3,261,050	\$15,272,275	\$30,544,550
Year 4	\$7,732,800	\$12,405,325	\$4,401,750	\$24,539,875	\$49,079,750

**Explanation:** This table summarizes the operating expenses by department, showing how costs will evolve as the business grows.

#### L. Capital Expenses [🔗](#)

Year	Employee Workstations	Prototype Equipment	Total CAPEX
Year 1	\$76,000	\$25,000	\$101,000
Year 2	\$83,000	\$50,000	\$133,000
Year 3	\$136,000	\$100,000	\$236,000
Year 4	\$200,000	\$150,000	\$350,000

**Explanation:** Capital expenses are projected to increase as the company invests in necessary equipment and infrastructure to support growth.

#### M. Cash Flow [🔗](#)

Year	Beginning Cash	Cash Inflows	Cash Outflows	Ending Cash
Year 1	\$5,000,000	\$1,583,793	\$2,800,000	\$3,783,793
Year 2	\$3,783,793	\$8,641,642	\$3,700,000	\$8,725,435
Year 3	\$8,725,435	\$25,582,237	\$5,500,000	\$28,807,672
Year 4	\$28,807,672	\$54,968,139	\$7,200,000	\$76,575,811

**Explanation:** The cash flow table illustrates the inflows and outflows of cash, providing insight into the liquidity of the business over the years.

#### N. Cash Flow Summary [🔗](#)

Year	Total Cash Inflows	Total Cash Outflows	Net Cash Flow
Year 1	\$1,583,793	\$2,800,000	\$(1,216,207)
Year 2	\$8,641,642	\$3,700,000	\$4,941,642
Year 3	\$25,582,237	\$5,500,000	\$20,082,237
Year 4	\$54,968,139	\$7,200,000	\$47,768,139

**Explanation:** This summary provides a high-level view of the net cash flow for each year, indicating the financial health of the startup.

#### O. Assets [🔗](#)

Year	Current Assets	Long Term Assets	Total Assets
Year 1	\$5,000,000	\$0	\$5,000,000
Year 2	\$8,725,435	\$100,000	\$8,825,435
Year 3	\$28,807,672	\$500,000	\$29,307,672
Year 4	\$76,575,811	\$1,000,000	\$77,575,811

**Explanation:** The assets table outlines the current and long-term assets, showing how the company's asset base grows over time.

#### P. Liabilities [🔗](#)

Year	Current Liabilities	Long Term Liabilities	Total Liabilities
Year 1	\$0	\$0	\$0
Year 2	\$0	\$0	\$0
Year 3	\$0	\$0	\$0
Year 4	\$0	\$0	\$0

**Explanation:** This table indicates that the startup is initially debt-free, which is a positive sign for investors.

#### Q. Equity & Retained Earnings [↗](#)

Year	Shareholders Equity	Retained Earnings	Total Equity
Year 1	\$5,000,000	\$0	\$5,000,000
Year 2	\$8,825,435	\$4,941,642	\$13,767,077
Year 3	\$29,307,672	\$20,082,237	\$49,389,909
Year 4	\$77,575,811	\$47,768,139	\$125,343,950

**Explanation:** The equity and retained earnings table shows the growth in equity as the company becomes more profitable.

#### R. Statement of Cash Flow [↗](#)

Year	Cash Flow from Operations	Cash Flow from Investing	Cash Flow from Financing	Net Cash Flow
Year 1	\$(1,216,207)	\$0	\$5,000,000	\$3,783,793
Year 2	\$4,941,642	\$(100,000)	\$0	\$8,725,435
Year 3	\$20,082,237	\$(500,000)	\$0	\$28,807,672
Year 4	\$47,768,139	\$(1,000,000)	\$0	\$76,575,811

**Explanation:** This statement summarizes the cash flows from operations, investing, and financing, providing a comprehensive view of the cash position of the startup.

# Tactic 13 - Pitch Deck Design (PTC)

To effectively design your pitch deck for **Planetary Temperature Control**, it's essential to have a clear understanding of your mission, market, value proposition, competitive advantage, and more. This structured approach will help you communicate your startup's vision and potential to investors and stakeholders.

## 1. Purpose [🔗](#)

Who?	<b>Target Audience:</b> Investors, climate intervention organizations, government agencies, and environmental NGOs.
Why?	They care about climate change solutions and the optimization of climate interventions. Your platform offers a unique solution to coordinate and enhance their efforts.
What?	<b>Goal:</b> Secure funding for development and partnerships for pilot projects.
How?	Schedule follow-up meetings to discuss collaboration and investment opportunities.

## 2. Themes and Emotions [🔗](#)

Theme	Description	Emotion
Problem	Climate interventions are currently uncoordinated, leading to inefficiencies.	Urgency
Solution	A centralized platform that optimizes deployment of climate interventions.	Hope
Market Opportunity	Growing demand for coordinated climate solutions due to increased funding and urgency.	Excitement
Team	Experienced team with technical expertise in climate science and data optimization.	Trust
Call to Action	Invitation to invest and collaborate on a groundbreaking solution.	Empowerment

## 3. Story Arc [🔗](#)

Emotion	Theme
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Urgency	Problem
Hope	Solution
Excitement	Market Opportunity
Trust	Team
Empowerment	Call to Action

#### 4. Content [🔗](#)

Theme	Graphic	Headline	Content/Data Point	Include Slide?
Problem	Image of chaotic climate interventions	"The Climate Crisis Needs Coordination"	"Current interventions lack a unified strategy."	Yes
Solution	Diagram of the platform	"Introducing Planetary Temperature Control"	"A platform to optimize climate interventions."	Yes
Market Opportunity	Graph of funding trends	"A Growing Market for Climate Solutions"	"\$3.5 billion in federal funding available."	Yes
Team	Photos of team members	"Meet Our Experts"	"A diverse team with a proven track record."	Yes
Call to Action	Engaging graphic	"Join Us in Making a Difference"	"Let's collaborate to cool the planet."	Yes

#### 5. Design [🔗](#)

Tool	Templates	Selection
PowerPoint	Neocore Pitch Deck Template	Selected for its clean design and flexibility.
Canva	Customizable pitch deck templates	Consider for visual appeal and ease of use.

#### 6. Appendix A [🔗](#)

Question	Appendix Slide
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What is your competitive advantage?	Competitive Positioning Slide
How do you plan to scale?	Scaling Strategy Slide
What are your financial projections?	Financial Overview Slide

## 7. Appendix B [🔗](#)

Question	Appendix Slide
What is your customer acquisition strategy?	Customer Acquisition Slide
How will you measure success?	Tracking Metrics Slide
What are the risks involved?	Risk Management Slide

## Disciplined Entrepreneurship Canvas [🔗](#)

### I - Raison d'Être [🔗](#)

Subtitle	Content
Mission	To create a centralized platform for optimizing climate interventions globally.
Passion	A commitment to combating climate change through innovative technology.
Values	Sustainability, collaboration, transparency, and innovation.
Initial Assets	Technical expertise, existing partnerships, and access to satellite data.
Initial Idea	A platform that coordinates and optimizes climate interventions.

### II - Initial Market [🔗](#)

Subtitle	Content
Beachhead	Climate intervention organizations and government agencies.
End User Profile	Organizations involved in carbon capture, biochar, and other climate solutions.
TAM	Estimated at \$10 billion globally for climate optimization solutions.
Persona	Decision-makers in environmental NGOs and government agencies.
First 10 Customers	Targeting pilot projects with existing partners.



### III - Value Creation [🔗](#)

Subtitle	Content
Use Case	Coordinating deployment of climate interventions based on real-time data.
Product Description	A software platform that integrates satellite data and optimization algorithms.
Problem Being Solved	Lack of coordination in climate interventions leading to inefficiencies.
Quantified Value Proposition	Increased efficiency in deployment leading to a 30% reduction in costs.

### IV - Competitive Advantage [🔗](#)

Subtitle	Content
Moats	Unique data integration capabilities and established partnerships.
Core	Advanced algorithms for geographic optimization.
Competitive Positioning	Positioned as the essential coordination layer for climate interventions.

### V - Customer Acquisition [🔗](#)

Subtitle	Content
DMU	Decision-makers in climate organizations and government agencies.
Process to Acquire Customer	Direct outreach, partnerships, and pilot projects.
Windows of Opportunity	Increased funding for climate initiatives.
Possible Triggers	Regulatory changes and climate emergencies.

### VI - Product Unit Economics [🔗](#)

Subtitle	Content
Business Model	Subscription-based model for access to the platform.
Estimated Pricing	\$10,000 per year for organizations.
Short Term LTV	\$30,000 based on projected customer retention.
Short Term COCA	\$5,000 for initial customer acquisition.

Medium Term LTV	\$50,000 as the platform scales.
Medium Term COCA	\$7,500 as marketing efforts expand.
Long Term LTV	\$100,000 with additional features.
Long Term COCA	\$10,000 as brand recognition grows.

## VII - Sales [🔗](#)

Subtitle	Content
Preferred Sales Channel	Direct sales and partnerships with climate organizations.
Sales Funnel	Awareness, interest, trial, and subscription.
Short Term Mix	Focus on direct outreach and pilot projects.
Medium Term Mix	Expand to online marketing and webinars.
Long Term Mix	Leverage customer referrals and case studies.

## VIII - Overall Economics [🔗](#)

Subtitle	Content
Estimated R&D Expenses	\$500,000 for initial development.
Estimated G&A Expenses	\$200,000 for operational costs.
LTV/COCA Ratio High Enough	Projected at 6:1, indicating a sustainable model.

## IX - Design & Build [🔗](#)

Subtitle	Content
Identify Key Assumptions	Market demand for coordinated solutions.
Test Key Assumptions	Pilot projects to validate the platform's effectiveness.
MVBP	A working prototype of the platform within 9 weeks.
Tracking Metrics	User engagement, cost savings, and deployment efficiency.

## X - Scaling [🔗](#)

Subtitle	Content
Product Plan for Beachhead	Launch pilot projects with key partners.
Next Market	Expand to international climate organizations.

Product Plan beyond Beachhead	Develop additional features based on user feedback.
Follow-on TAM	Expand to \$20 billion as the platform gains traction.

## Tactic 14 - Fundraising (PTC)

In this step, we will establish a comprehensive framework for your startup, focusing on key areas such as funding sources, milestones, and investor engagement strategies. This will help you articulate your vision and operationalize your goals effectively.

### a. Sources of Funding [🔗](#)

Source of Funding	Current Fit	Future Fit	Implications of Dilution	Payback Requirements	Combination Potential
Bootstrapping	High	Medium	Low	None	Can be combined with other sources for initial phases
Angel Investors	Medium	High	Moderate	None	Can be combined with venture capital for scaling
Venture Capital	Low	High	High	None	Ideal for later stages when scaling is necessary
Grants (Government/NGO)	Medium	Medium	None	None	Can be combined with equity funding
Crowdfunding	Medium	Medium	Low	None	Can be used alongside angel investments for initial traction
Strategic Partnerships	Low	High	Moderate	None	Can provide resources and market access

### b. Milestones [🔗](#)

Month	Monthly Budget	Business Milestone	Money Raised	Source of Funding	Technical Milestone	Pre-Money Valuation
1	\$10,000	Complete market research	\$600,000	Convertible Note / SAFE	Develop initial prototype	\$1,000,000
2	\$25,000	Secure first pilot project	\$1,500,000	Angel Investors	Integrate satellite data APIs	\$2,000,000
3	\$50,000	Launch beta version	\$2,000,000	Venture Capital	Optimize geographic algorithms	\$3,000,000

4	\$30,000	Obtain 5 LOIs from potential clients	\$2,200,000	Equity	Finalize working prototype	\$5,400,000
5	\$300,000	Achieve 100 active users	\$5,400,000	Series A	Scale up system architecture	\$10,000,000

### c. Teasers [🔗](#)

One-Liner	Elevator Pitch	Key Bullet Points
"Optimizing climate interventions for a sustainable future."	"Planetary Temperature Control is the brain behind climate interventions, ensuring optimal deployment of solutions to combat climate change."	<ul style="list-style-type: none"> <li>• Unique coordination layer for climate interventions</li> <li>• Scalable from local to global solutions</li> <li>• Leverages existing satellite data and algorithms</li> <li>• Addresses a critical gap in the market</li> </ul>

### d. Executive Summary [🔗](#)

Category	Description
Customer	Climate intervention companies (DAC, biochar, etc.)
Problem	Lack of coordination in deploying climate solutions effectively
Competition	Existing carbon accounting platforms, but none focus on deployment optimization
Solution	A platform that optimizes the timing and location of climate interventions
Product	A software system that integrates satellite data and optimization algorithms
Beachhead Market	Initial focus on biochar projects in Texas
Market	Global climate intervention market, projected to grow significantly with increased funding
Business Model	Subscription-based model for access to the optimization platform
Customer Traction	Initial pilot projects and partnerships with climate intervention companies
Financials	Seeking \$5M in Series A funding to scale operations and enhance product features
Core/Moats	Unique technology and partnerships that create a barrier to entry for competitors
Team	Experienced team with expertise in climate science, data integration, and software development

Investment & Use of Funds	Funds will be used for product development, marketing, and scaling operations
Ask & Call to Action	Seeking \$5M in funding to build the coordination layer for climate interventions

#### e. Sourcing [↗](#)

Investor Name	Firm/Company	Focus Areas	Investment Size	Fit for Venture
Paul Cheek	MTC Fake Investment Co.	Climate Tech, Sustainability	\$250k-\$500k	Strong interest in innovative climate solutions
[Investor Name 2]	[Firm/Company 2]	[Focus Areas 2]	[Investment Size 2]	[Fit for Venture 2]
[Investor Name 3]	[Firm/Company 3]	[Focus Areas 3]	[Investment Size 3]	[Fit for Venture 3]

#### f. Intros [↗](#)

Name	Firm/Fund/Company	LinkedIn Profile	Connection	Connection LinkedIn	How do they know each other?	Intro Sent?
Paul Cheek	MTC Fake Investment Co.	<a href="http://linkedin.com/in/prcjtr">http://linkedin.com/in/prcjtr</a>	Bill Aulet	<a href="https://www.linkedin.com/in/billaulet/">https://www.linkedin.com/in/billaulet/</a>	Worked together at Trust Center	No
[Name 2]	[Firm/Company 2]	[LinkedIn Profile 2]	[Connection 2]	[Connection LinkedIn 2]	[How they know each other 2]	No

#### g. Pipeline [↗](#)

Investor Name	Stage	Probability of Investment	Estimated Amount
Paul Cheek	Initial Contact	30%	\$250,000
[Investor Name 2]	Follow-Up	50%	\$500,000
[Investor Name 3]	Proposal Sent	70%	\$1,000,000

# Tactic 15 - Hiring (PTC)

In this step, we will explore the essential steps for hiring your first employees, focusing on identifying crucial roles, crafting effective job descriptions, and implementing outreach strategies. This process is vital for building a strong foundation for your startup as you move forward with your venture.

## a. Role Identification

Process Summary	Best Estimates on Crucial Roles
Identify organizational goals and skill gaps to determine which roles are essential for the startup's success. Engage with stakeholders to understand immediate needs and future growth.	<div><div>1. Head of Data Science: To manage satellite data integration and optimization algorithms.</div><div>2. Climate Data Analyst: To analyze climate models and provide insights for interventions.</div><div>3. Software Engineer: To develop the platform and ensure technical feasibility.</div><div>4. Marketing Manager: To promote the platform and engage potential users.</div></div>

## b. Job Description

Key Elements	Best Estimates of Job Descriptions
Responsibilities, required qualifications, company culture, and a call to action for applicants.	<div><div><b>Head of Data Science:</b><ul style="list-style-type: none"><li>Responsibilities: Lead data integration, develop algorithms, and optimize deployment strategies.</li><li>Qualifications: PhD in Data Science or related field, experience with satellite data.</li><li>Culture: Innovative, collaborative, mission-driven.</li><li>Call to Action: Apply at [ <a href="#">S yourcompany.com - This website is for sale! - yourcompany Resources and Information.</a> ].</li></ul></div><div><b>Climate Data Analyst:</b><ul style="list-style-type: none"><li>Responsibilities: Analyze climate data, support decision-making for interventions.</li><li>Qualifications: Degree in Environmental Science, experience with data analysis tools.</li><li>Culture: Passionate about climate solutions.</li><li>Call to Action: Join us in making a difference!</li></ul></div><div><b>Software Engineer:</b><ul style="list-style-type: none"><li>Responsibilities: Build and maintain the platform, ensure scalability.</li><li>Qualifications: Proficiency in Python, experience with cloud services.</li><li>Culture: Agile, tech-savvy, problem solvers.</li><li>Call to Action: Be part of our tech revolution!</li></ul></div><div><b>Marketing Manager:</b></div></div>

- Responsibilities: Develop marketing strategies, engage with stakeholders.
- Qualifications: Experience in startup marketing, strong communication skills.
- Culture: Dynamic, results-oriented.
- Call to Action: Help us spread the word!

### c. Referral Outreach [🔗](#)

Strategies	Best Estimates of Effective Outreach Messages
Craft personalized messages to individuals in your network who can refer candidates. Highlight the role and its impact on the startup.	<p><b>Message V1:</b> Hi [Name], I'm looking for a Head of Data Science for my startup focused on climate intervention coordination. Your expertise in data science could help us find the right fit. Can you share this with your network?</p> <p><b>Message V2:</b> Hi [Name], we're on a mission to optimize climate interventions and need a Climate Data Analyst. If you know anyone passionate about climate science, please share this opportunity!</p>

### d. Advertising [🔗](#)

Criteria for Job Boards	Best Estimates of Suitable Job Boards
Consider cost, relevance to the industry, and reach to target candidates effectively.	<ol style="list-style-type: none"> <li>1. <b>LinkedIn:</b> Professional network, high relevance, cost varies (typically \$200-\$500 per post).</li> <li>2. <b>Indeed:</b> Broad reach, suitable for various roles, cost-effective (free to post, sponsored options available).</li> <li>3. <b>Green Jobs Online:</b> Focused on environmental roles, cost around \$150 per post.</li> <li>4. <b>Wellfound:</b> Startup-focused, free to \$99 per post.</li> </ol>

### e. Proactive Sourcing [🔗](#)

Approach	Best Estimates for Personalized Outreach Messages
Use platforms like LinkedIn to identify potential candidates and send personalized messages.	<p><b>Message V1:</b> Hi [Name], I noticed your background in climate science and wanted to connect. We're looking for a Software Engineer to help build our climate intervention platform. Interested in learning more?</p> <p><b>Message V2:</b> Hi [Name], your experience in data analytics caught my eye. We're seeking a Climate Data Analyst to join our mission-driven team. Would you be open to discussing this opportunity?</p>

### f. Interviewing [🔗](#)



Interview Process	Recommendations for Interview Team, Evaluation Criteria, and Structure
Form an interview team that includes key stakeholders. Define evaluation criteria based on skills, cultural fit, and potential impact. Structure interviews to include technical assessments and cultural fit discussions.	<p><b>Interview Team:</b> 1. Founder/CEO, 2. Head of Data Science, 3. HR Manager.</p> <p><b>Evaluation Criteria:</b> Technical skills, problem-solving ability, alignment with company mission.</p> <p><b>Interview Structure:</b> 1. Introductory call, 2. Technical interview, 3. Cultural fit interview.</p>

## g. Compensation [🔗](#)

Compensation Process	Best Estimates for Salary Ranges and Equity Options
Use market data to establish competitive salary ranges and equity options. Consider the startup's funding stage and industry standards.	<p><b>Head of Data Science:</b> Salary range \$120,000 - \$160,000, equity 0.5% - 1.5%.</p> <p><b>Climate Data Analyst:</b> Salary range \$80,000 - \$100,000, equity 0.2% - 0.5%.</p> <p><b>Software Engineer:</b> Salary range \$100,000 - \$130,000, equity 0.3% - 1%.</p> <p><b>Marketing Manager:</b> Salary range \$90,000 - \$120,000, equity 0.2% - 0.5%.</p>