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## SETUP

### Start with Problems

1. Identify Problems and Trends
2. Evaluate Problems and Trends
3. Select Problem to Focus on
4. Pinpoint Pain Points and Determine Jobs to Be Done

### Plan Mission

5. Define Overall Vision, Mission, and Core Values
6. Gather All Steps
7. Streamline Steps

### Assemble Core Teams

8. Master Founder Fundamentals
9. Round out Founding Team
10. Secure Mentorship

### Collect Ideas

11. Decide on One of "Three Horizons"
12. Transfer Proven Business Models to Ecosystems of Future Growth
13. Generate "Long List" of Ideas
14. Distill into "Short List"

### Determine Business Model

15. Compare How to Innovate ("10 Types of Innovation" for "Short List")
16. Compare How to Compete in "Blue Ocean" for "Short List"
17. Compare Using "Business Model Canvas" for Short List
18. Compare Using "Discovery"
19. Rank Business Models on "Short List"
20. Build and Adapt Proof of Concept of #1 Business Model
21. Define Your USPs
22. Assemble Focus Group and Follow "Lean Startup" Loop Until Achieving "Customer Validation"
23. Ensure ESG Compliance
24. Build Financial Model
25. Create Pitch Deck



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### LAUNCH

#### Develop MVP

- 26. Specify MVP
- 27. Determine Tool Stack
- 28. Setup Lean PMO
- 29. Perform Legal Check of Business Model and Key Documents
- 30. Calculate Costs for MVP Development
- 31. Develop MVP
- 32. Define Your Brand
- 33. Establish an Online Footprint
- 34. Create Design and Wireframes
- 35. Finish Logo and Creatives

#### Raise (Pre-)Seed Capital

- 36. Consider Various Funding Options
- 37. Calculate Required Funding Amount and Valuation
- 38. Determine Non-Financial Investor Requirements
- 39. Identify Relevant Investor Types
- 40. Prepare and Pitch to Potential Investors
- 41. Evaluate Potentially Interested Investors
- 42. Secure (Pre-)Seed Investment

#### Build Functions

- 43. Define Target Organization Chart
- 44. Gather Requirements for Each Function
- 45. Design Operating Model
- 46. Incorporate Legal Entity
- 47. Set Up Bank Account
- 48. Set Up Accounting
- 49. Define Central and Local Logistics Value Streams
- 50. Select Payment Service Provider
- 51. Register Trademark
- 52. Perform Capacity Planning for Facility
- 53. Set Up Content Production
- 54. Build Supply Chain
- 55. Organize Distribution
- 56. Institute Sales Funnel
- 57. Prepare Cross-Channel Marketing and Sales Strategy
- 58. Ramp Up Facility
- 59. Set Up Customer Care
- 60. Prepare Tech Infrastructure and Security

#### Set Up KPI Reports

- 61. Define Top 20 KPIs
- 62. Set Up Data Warehouse
- 63. Prepare Daily, Weekly, and Monthly Reports
- 64. Set Hiring Targets

#### Go Live

- 65. Stress Test and Bug-Fix Across Functions
- 66. Prepare Press List
- 67. Start KPI Reporting
- 68. Conduct Launch PR Campaign and Paid Marketing
- 69. Continue Testing and Bug-Fixing

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## SCALE

### Raise Growth Capital

- 70. Secure Growth Investment
- 71. Set Up Employee Participation Program

### Build Culture

- 72. Design and Track Hiring Process
- 73. Foster People Development
- 74. Create and Maintain Company Culture

### Learn From Data

- 75. Navigate Using Daily, Weekly, and Monthly Reports
- 76. Dig Deeper Using Ad-hoc Reports for Each Function
- 77. Analyze Progress Toward Financial Targets
- 78. Focus on Cross-Channel Marketing Mix that Works
- 79. Analyze Customer Engagement with Product
- 80. Re-design Operating Model According to Data
- 81. Establish Proper Financial Reporting, Controlling, and Compliance

### Optimize Functions

- 82. Groom and Prioritize Product Roadmap
- 83. Enhance UI/UX According to Usability Tests
- 84. Boost Tech Stack's Scalability, Availability, Speed, and Security
- 85. Eliminate Operational Bottlenecks
- 86. Re-assess Suppliers and Partners
- 87. Optimize Payment Mix, Fees, Checkout Funnel and Fraud Prevention
- 88. Improve Management of Sales Funnel
- 89. Optimize CAC VS CLV
- 90. Enhance CRM
- 91. Build Brand and Execute PR Strategy
- 92. Improve Customer Care Processes to Maximize NPS
- 93. Automate Important Manual Processes
- 94. Accelerate Workforce
- 95. Phase in OKR System

### Best Practice Company

- 96. Define Best Practices for Each Function
- 97. Implement Best Practices
- 98. Implement Ongoing Knowledge Sharing
- 99. Achieve Product-Market-Fit
- 100. Constantly Evaluate Further Growth and Expansion Options