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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