



# 100 TASKS FOUNDERS

Welcome to the 100 Tasks System and its very first stage: Setup. This is the first of three stages and it deals heavily with the ideation process of building a successful startup. Here, you'll lay the bulk of the groundwork to ensure that what you build later on is set atop deep-rooted foundations that will support future growth in a sustainable way.

More specifically, you'll start with your problems, identifying a problem worth solving and beginning to gather innovative solutions to solve a more-than-worthy problem.

With the ideation process kicked into gear, you'll begin to plan out the shape that your mission will eventually take the form of. You'll set clear destinations and carve out the roads you'll take to arrive at that destination.

To get there, you'll need a team. This is where you start putting the pieces in place for a diverse skill set that will compliment yours at every stage of the process.

After assembling your team, you'll move back into the midst of ideation and collect innovative solutions in a creative, but systematic way. You'll cherry pick, quantify, and rank these solutions with the ultimate result of having a top contender to exert your efforts into.

These exact efforts will start with building a business model that keeps the problem as the center of gravity in all that it does. We'll go through the process of carving out a value prop that meets the current market head on, allowing you to move into the launch phase with a need that is validated from front to back.

The Setup stage will get you prepared for the rigorous lead up to launch. You'll come out of the stage fully certain of what you're about to start building, having a tangible grasp on the potential and the overall direction of your soon-to-be-venture!