



## **Startup Milestones**

All participants are invited to accomplish 12 of the following milestones during the Sprint.

### **Revenue**

- Establish and hit an aggressive revenue target for the quarter
- Make your first sale
- Double your current daily, weekly, or monthly revenue
- Find and pursue \$X0,000-\$X,000,000 opportunity in your market
- Define & test revenue model
- Define & test pricing structure
- Define the steps in your sales process
- Set up & actively use an Excel spreadsheet or CRM that tracks your sales pipeline

### **Traction**

- Secure your first paying client
- Double your client/user pool
- Secure a high-profile article in a regional or national publication or news outlet
- Secure a high-profile advisor from your industry
- Double your sales
- Prep & deploy a successful marketing campaign as you enter the market
- Build & deploy a successful product/service launch as you enter the market
- Secure funding from a credible source
- Land a major partnership
- Win a startup or industry-specific achievement award

### **Business Development**

- Complete market validation
- Complete competitive research
- Define the value target clients receive from your product/service
- Write simple business plan
- Identify sources of referrals
- Set up a corporate bank account & basic accounting
- Create 6 Week or 90 Day Milestones
- Create a project management plan for accomplishing your milestones
- Create a concise tagline that sums up the company in 10-15 words
- Create and memorize elevator pitch
- Create a basic 10-slide pitch deck
- Complete basic brand/identity work, including a logo, company name, landing page
- Set up basic company email/phone information
- Prepare a media kit, including press release template
- Design & order basic business cards



### **Product/Services Development**

- Request specifically desired features/functionality for the service/product from users/clients
- Identify a test pool of users/clients
- Spell out/architect the basic functionality required for a Minimum Viable Product (or Service)
- Create a Minimum Viable Product (or Service)
- Complete user testing
- Launch a Minimum Viable Product (or Service)
- Work with users to collect feedback and implement into product/service updates

### **Team**

- Identify your most valuable set of skills, interests, and experience
- Rehabilitate founder burnout to an acceptable level
- Create an organizational chart for the next 12 months of the business
- Add 1-4 cofounders/contractors to your team
- Secure basic service providers—lawyer, accountant, etc.
- Set up and run weekly team updates or meetings
- Clarify founder roles, compensation, and responsibilities via founder agreement documents
- Resolve outstanding founder conflicts
- Clarify the cap table with founders & investors
- Secure the necessary team, tasks, and resources in order to meet deadlines
- Set up a Tax ID, business license and registration, legal entity, file taxes

### **Resources**

- Complete 12 Month profit & loss projections
- Complete 12 Month cashflow projections
- Complete 12 Month personal profit & loss projections
- Complete 12 Month personal cashflow projections
- Create a best & worst case funding plan
- Find and secure a part-time or full-time consulting, contract, or employment opportunity
- Pursue & secure startup/operating capital
- Define and set up a payment mechanism for clients (credit card, checks)