

Startup Road Map

Iodine, Oct. 2014

STAGES →	Discovery	Validation	Efficiency	Scale
CATEGORIES ↓				
People	<p>Founding team</p> <p>Do we have the right team?</p> <p>desks</p> <p>friends, network</p>	<p>Core team</p> <p>Is the team aligned & focused?</p> <p>360 reviews, 1/1 feedback</p> <p>friends, angel list</p>	<p>+ Support</p> <p>Who can help us work better?</p> <p>budget, etc.</p> <p>angel list, github</p>	<p>Departments</p> <p>How to best organize the company?</p> <p>office space!</p> <p>postings</p>
Product	<p>Research, plan, build MVP</p> <p>What should we build?</p> <p># of prototypes</p> <p>Web, prototypes</p>	<p>Launch MVP, find core user-perceived value</p> <p>Are we building something essential & simple?</p> <p># of datasets, # of features</p> <p>web & mobile</p>	<p>Mobile; expand product beyond basic features</p> <p>How do we improve/expand product & stay focused?</p> <p># of product channels</p> <p>digital & physical tools</p>	<p>Launch more products in related areas</p> <p>Does our product(s) take us where we want to go?</p> <p>breadth of consumer experience</p> <p>digital, physical, & services</p>
Market	<p>Identify, hone market opp & user need</p> <p>Is there a need for Iodine?</p> <p>User research</p> <p>friends, mailing list, social media</p>	<p>Get users and grow</p> <p>Do people find Iodine useful? Do they want it?</p> <p>+ Acquisition & Activation</p> <p>+ community, SEO, content marketing, media</p>	<p>Product/market fit</p> <p>How do we boost network effects & engagement?</p> <p>+ Retention & Referrals</p> <p>+ partnerships, marketing</p>	<p>Expand into new/related markets</p> <p>How do we bring Iodine to everyone, everywhere?</p> <p>+ Revenue</p> <p>all of above</p>
Money	<p>Start building Iodine</p> <p>Do we have enough resources?</p> <p>burn rate</p> <p>bootstrap, angels</p>	<p>Maximize runway</p> <p>Are we spending prudently?</p> <p>Burn rate</p> <p>seed round</p>	<p>Explore possible revenue models</p> <p>Are there opportunities we should explore?</p> <p>burn, revenue, cost/user & value/user</p> <p>seed \$, revenue</p>	<p>Develop scalable business model</p> <p>What models complement our mission, values & ambitions?</p> <p>valuation, burn, revenue</p> <p>next round, revenue</p>
TIMELINE →	Feb - Aug 2014	Sept - Feb 2014	March - Aug 2015	Sept 2015 - Jan 2016

Goals
Challenges
Metrics
Channels

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CATEGORIES ↓	<p>Goals:</p> <p>Challenges:</p> <p>Metrics:</p> <p>Channels:</p>	<p>Goals:</p> <p>Challenges:</p> <p>Metrics:</p> <p>Channels:</p>	<p>Goals:</p> <p>Challenges:</p> <p>Metrics:</p> <p>Channels:</p>	<p>Goals:</p> <p>Challenges:</p> <p>Metrics:</p> <p>Channels:</p>
People	<p>Goals:</p> <p>Challenges:</p> <p>Metrics:</p> <p>Channels:</p>	<p>Goals:</p> <p>Challenges:</p> <p>Metrics:</p> <p>Channels:</p>	<p>Goals:</p> <p>Challenges:</p> <p>Metrics:</p> <p>Channels:</p>	<p>Goals:</p> <p>Challenges:</p> <p>Metrics:</p> <p>Channels:</p>
Product	<p>Goals:</p> <p>Challenges:</p> <p>Metrics:</p> <p>Channels:</p>	<p>Goals:</p> <p>Challenges:</p> <p>Metrics:</p> <p>Channels:</p>	<p>Goals:</p> <p>Challenges:</p> <p>Metrics:</p> <p>Channels:</p>	<p>Goals:</p> <p>Challenges:</p> <p>Metrics:</p> <p>Channels:</p>
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TIMELINE →	Dates:	Dates:	Dates:	Dates:

Instructions:

Fill in each box with the relevant **Goals**, **Challenges**, **Metrics**, and **Channels** that correspond to the relevant Stage & Category.

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