FOUNDERS MILESTONES

PROBLEM IDENTIFIED
Have you identified a problem that centers your team’s overall focus and objective?

Have you identified actionable steps to take in order to solve the problem?

SOLUTION IDENTIFIED
What product or service are you creating to help solve the identified problem?

What are existing alternatives to solving this problem?

How does your idea add unique value?

CUSTOMER SEGMENT
Who is your target customer?

What is your target customer doing now to solve this problem?

How will you reach your customers?
FEEDBACK
How are you sharing your idea with potential customers?
__________________________________________________________
What feedback did you receive and how will you iterate?
__________________________________________________________
Did you have potential customers test your prototype?
__________________________________________________________

PROTOTYPE
Have you created a prototype?
__________________________________________________________
How many iterations have you done so far?
__________________________________________________________
What do you need to create and test your next prototype?
__________________________________________________________