

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?

Have you conducted any market research around this problem and existing solutions?

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?

Have you conducted any potential customer surveys?

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?
