



# Initiatives & Actions

## Sample Startup Initiatives

<p><b>Business Strategy</b></p> <ul style="list-style-type: none"> <li>Competitor Analysis</li> <li>Define Business Strategy</li> <li>Create Strategy Roadmap using Jibility</li> <li>Create a Business Plan</li> <li>Create three-year budget and forecast</li> <li>Create Business Metrics and OKRs</li> </ul>	<p><b>Create Company Structure</b></p> <ul style="list-style-type: none"> <li>Determine corporate structure and register</li> <li>Register Business Name</li> <li>Register for Tax ID and other regulatory requirements</li> <li>Create bank accounts and credit facilities</li> </ul>	<p><b>Create Customer Support</b></p> <ul style="list-style-type: none"> <li>Define 2-3 months pipeline of blog articles</li> <li>Develop and publish product help documents/articles/blogs</li> <li>Define process for managing and responding to customer queries / requests</li> <li>Define and publish query/request response times Support Service Levels</li> </ul>	<p><b>Create Initial Sales Material</b></p> <ul style="list-style-type: none"> <li>Create Elevator Pitch</li> <li>Create initial sales marketing collateral</li> </ul>	<p><b>Create Investor Pitch</b></p> <ul style="list-style-type: none"> <li>Create Investors pitch deck and prospectus</li> <li>Create Company Valuation Model</li> </ul>	<p><b>Create Pre-Launch Website</b></p> <ul style="list-style-type: none"> <li>Register Domain Names</li> <li>Create Teaser Coming Soon Website</li> </ul>	<p><b>Create Product Roadmap</b></p> <ul style="list-style-type: none"> <li>Develop strategic product roadmap (future direction / features) using Jibility</li> <li>Create and publish product brochures and investor brochures</li> </ul>	<p><b>Create Sales Strategy</b></p> <ul style="list-style-type: none"> <li>Determine initial target segment</li> <li>Determine sales channel strategy</li> <li>Establish Sales planning &amp; forecasting framework</li> </ul>	<p><b>Create Startup Team</b></p> <ul style="list-style-type: none"> <li>Assemble Startup Team</li> <li>Appoint President</li> <li>Appoint CTO</li> <li>Appoint CFO</li> </ul>	<p><b>Create Training</b></p> <ul style="list-style-type: none"> <li>Create Training Material - online and offline</li> <li>Run Trial Training Webinar</li> </ul>	<p><b>Create marketing for Launch</b></p> <ul style="list-style-type: none"> <li>Establish marketing metrics</li> <li>Setup initial Google AdWords campaign</li> <li>Define marketing campaign to achieve 300 signed paying customers by end of 2018</li> </ul>	<p><b>Define Pricing Strategy &amp; Model</b></p> <ul style="list-style-type: none"> <li>Test pricing model with Early Adopters</li> <li>Develop pricing model and options</li> <li>Define Launch pricing</li> </ul>
<p><b>Develop the Marketing Strategy</b></p> <ul style="list-style-type: none"> <li>Identify key marketing channels</li> <li>Hire a content marketing person to develop content, push out and manage marketing channels</li> <li>Define SEO Strategy</li> </ul>	<p><b>Establish Accounting and Finance</b></p> <ul style="list-style-type: none"> <li>Implement accounting processes</li> <li>Establish business financial reporting</li> </ul>	<p><b>Establish Architecture</b></p> <ul style="list-style-type: none"> <li>Define Solution Architecture</li> <li>Define Data Architecture</li> </ul>	<p><b>Establish Billing Platform</b></p> <ul style="list-style-type: none"> <li>Setup Billing platform</li> <li>Define and implement a billing process</li> </ul>	<p><b>Establish Branding</b></p> <ul style="list-style-type: none"> <li>Define Brand Strategy</li> <li>Embed Brand into team, collateral and messages</li> </ul>	<p><b>Establish Business Advisory</b></p> <ul style="list-style-type: none"> <li>Establish legal advice</li> <li>Establish accounting advice</li> <li>Establish Board/ Advisory Council</li> </ul>	<p><b>Establish People Support (HR)</b></p> <ul style="list-style-type: none"> <li>Create Employment Agreements</li> <li>Define Hiring Process and Policies</li> </ul>	<p><b>Establish Product Development Platform</b></p> <ul style="list-style-type: none"> <li>Decide tools and establish development platform eg. Code mgmt, Automated Testing, Storyboarding tools etc., eg. Jira, GitHub, Stories on Board</li> <li>Establish Wiki</li> <li>Develop &amp; stand up cloud persistence solution</li> <li>Establish project mgmt tools eg. Trello, Asana</li> </ul>	<p><b>Establish Sales Capability</b></p> <ul style="list-style-type: none"> <li>Appoint a Sales Manager</li> <li>Create 12-24 month sales plan &amp; forecast</li> <li>Define messaging for digital media campaigns</li> <li>Hire Sales Team</li> <li>Define and track sales funnel metrics</li> </ul>	<p><b>Establish Statutory Requirements</b></p> <ul style="list-style-type: none"> <li>Obtain Permits</li> <li>Obtain Licences</li> <li>Establish Insurances</li> </ul>	<p><b>Establish Suppliers</b></p> <ul style="list-style-type: none"> <li>Source suppliers</li> <li>Create supplier agreements</li> <li>Establish supply chain logistics</li> </ul>	<p><b>Find Accommodation</b></p> <ul style="list-style-type: none"> <li>Find Office Accommodation</li> <li>Buy Office Furniture and Equipment</li> </ul>
<p><b>IP Protection</b></p> <ul style="list-style-type: none"> <li>Consult IP Lawyers</li> <li>Lodge Patents</li> <li>Develop standard NDA and Confidentiality Agreement</li> </ul>	<p><b>Implement Business Management Systems</b></p> <ul style="list-style-type: none"> <li>Establish Accounting and Finance system eg. Xero</li> <li>Establish HR and payroll basics eg. Xero</li> <li>Implement Payment gateway eg. Braintree</li> </ul>	<p><b>Implement Business Support Systems</b></p> <ul style="list-style-type: none"> <li>Establish cloud platform (email, calendar, wikis, shared drive) eg. Google</li> <li>Establish collaboration tools eg. Workplace</li> <li>Establish messaging tools eg. Slack</li> <li>Establish video conferencing tools eg. zoom</li> </ul>	<p><b>Implement Customer Information Management</b></p> <ul style="list-style-type: none"> <li>Implement a platform for storing and managing customer information</li> <li>Setup automatic provision of user on completion of registration process</li> </ul>	<p><b>Implement Customer Support Platform</b></p> <ul style="list-style-type: none"> <li>Setup on-line customer support platform (Intercom)</li> <li>Publish product support documents/articles to support help platform</li> <li>Setup a platform for users to register queries / requests</li> </ul>	<p><b>Implement Financial Tracking</b></p> <ul style="list-style-type: none"> <li>Start tracking expenditure</li> <li>Establish financial tracking and reporting</li> </ul>	<p><b>Incubation Program</b></p> <ul style="list-style-type: none"> <li>Setup desks at WeWork</li> <li>Participate in Incubation Accelerator</li> <li>Ideate and create concept prototype</li> </ul>	<p><b>Launch Campaign</b></p> <ul style="list-style-type: none"> <li>Social media blitz</li> <li>Launch Event</li> </ul>	<p><b>Legal Basics</b></p> <ul style="list-style-type: none"> <li>Create Standard EULA (License Agreement)</li> <li>Create standard Terms and Conditions</li> <li>Create GDPR compliant Privacy Policy</li> </ul>	<p><b>MVP1 - Early Adopters Go-Live</b></p> <ul style="list-style-type: none"> <li>Complete &amp; release features for Early Adopters go-live testing</li> </ul>	<p><b>MVP2 - Product Go-live</b></p> <ul style="list-style-type: none"> <li>Implement Payment Gateway (Braintree)</li> <li>Implement Billing Platform (Chargebee)</li> <li>Refactor and re-release features based on early adopter feedback</li> <li>Develop the ability to share content for paid users</li> <li>Automatic User provisioning</li> </ul>	<p><b>MVP3 - Major Release 1</b></p> <ul style="list-style-type: none"> <li>Tranche 1 of features based on launch feedback</li> <li>Appoint a content owner</li> <li>Next tranche of product content based on initial traction</li> </ul>
<p><b>MVP4 - Major Release 2</b></p> <ul style="list-style-type: none"> <li>Tranche 2 product features based on current customer feedback</li> </ul>	<p><b>MVP5 - Major Release 3</b></p> <ul style="list-style-type: none"> <li>Tranche 3 product features</li> </ul>	<p><b>Release 1 Campaign</b></p> <ul style="list-style-type: none"> <li>Conference Launch</li> <li>Guerrilla Marketing Stunt</li> </ul>	<p><b>Secure Seed Funding Round 1</b></p> <ul style="list-style-type: none"> <li>Value Company for Seed Round 1</li> <li>Prepare Initial Term Sheet</li> <li>Pitch to Angel Investor Forum</li> </ul>	<p><b>Secure Seed Funding Round 2</b></p> <ul style="list-style-type: none"> <li>Value Company for Seed Round 2</li> <li>Pitch at Angel Investor Night</li> </ul>	<p><b>Series A Funding</b></p> <ul style="list-style-type: none"> <li>Prepare Term Sheet</li> <li>Value Company for Series A Funding</li> <li>Pitch VCs</li> </ul>	<p><b>Shareholding</b></p> <ul style="list-style-type: none"> <li>Create Shareholding Agreement</li> <li>Issue Shareholding</li> <li>Create employee share participation scheme</li> </ul>	<p><b>Social Media Establishment</b></p> <ul style="list-style-type: none"> <li>Create Twitter channel</li> <li>Create Facebook Channel</li> <li>Create LinkedIn Channel</li> <li>Create Instagram channel</li> <li>Create Pinterest Channel</li> </ul>	<p><b>Strengthen Platform Management</b></p> <ul style="list-style-type: none"> <li>Automate platform management</li> <li>Review disaster recovery processes</li> <li>Strengthen platform monitoring</li> <li>Audit and strengthen Cyber Security</li> </ul>	<p><b>Strengthen Product Build &amp; Delivery</b></p> <ul style="list-style-type: none"> <li>Strengthen and automate product build process, methodologies and techniques</li> <li>Deploy automation technology to support continuous build, test and release</li> <li>Develop 'Happy Path' test scripts to ensure functional testing is executed consistently</li> <li>Develop test scripts for critical functional areas</li> <li>Create a continuous deployment and release process</li> </ul>	<p><b>Website Launch</b></p> <ul style="list-style-type: none"> <li>Define website style guide</li> <li>Website Build and Launch</li> </ul>	

○ Not Assessed
 ○ Assessed
 ○ Priority