

**VENTURE DEVELOPMENT ROADMAP**  
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VENTURE NAME  
LOGO  
TAG LINE

EXAMPLE: YIPPIEGIGGLE.COM  
WORLD'S BEST COOKIES!

LEVELS OF PLANNING  
VISION  
MISSION

- EXPEDITION VENTURE DEVELOPMENT PHASES**
- DISCOVER
    - PREPARATION
    - EXPLORATION
    - STIMULATION
    - INCUBATION
  - DEFINE
    - FUZZY FRONT-END
    - IDEATION
    - ILLUMINATION
    - SELECTION
  - DESIGN
    - CREATION
    - BUILD-MEASURE-LEARN
  - DEVELOP
    - INNOVATION
    - RAPID PROTOTYPING
    - PLANNING
  - DEPLOY
    - LAUNCH
    - START-UP
    - EARLY-STAGE
    - EVALUATION
    - ITERATION
    - STABLE
    - HEALTHY
    - GROWTH

- ENTERPRISE EVOLUTION**
- OPPORTUNITY
  - IDEA
  - CONCEPT
  - VENTURE
  - ORGANIZATION
  - COMPANY - (BURNING RESOURCES)
  - "CHASM OF DESPAIR" - (LIVE OR DIE?)
  - BUSINESS - (SELF-SUSTAINING)
  - ENTERPRISE - (HEALTHY)
  - INSTITUTION - (DOMINANT)
  - TOMBSTONE - (DYING)

**BRAINSTORMING**  
- NO CRITICISM  
- ANYTHING GOES  
- QUANTITY, NOT QUALITY  
- ALL IDEAS ENCOURAGED  
- PIGGYBACK, IMPROVE, COMBINE  
- FILTER LATER

**MEETINGS**  
GREEN: BRAINSTORMING  
RED: MAKING DECISIONS  
BLUE: INFORMATIONAL  
YELLOW: SOCIAL

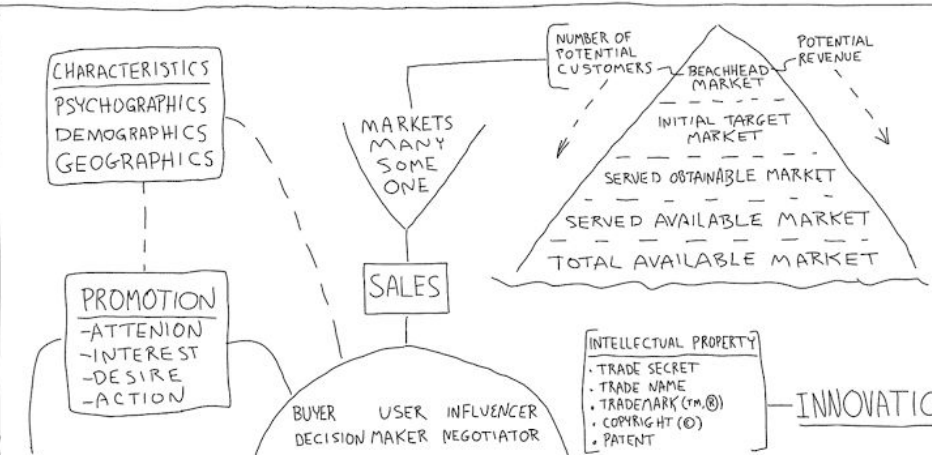
**TEAM**  
DIRECTORS  
MANAGERS  
ENTREPRENEURS  
INNOVATORS  
ADVISORS  
GENERALISTS  
SPECIALISTS

**MOTIVATION**  
- CHALLENGE  
- CREATIVITY  
- CONTROL  
- CASH  
- CELEBRITY

**INVESTORS**  
STAKEHOLDERS  
COLLABORATORS  
PARTNERS

**RETURN ON INVESTMENT**  
BUY LOW  
SELL HIGH

**WORK - REWARD**



**RIGHT BRAIN - CREATIVE**  
- INTUITIVE  
- HOLISTIC  
- SYNTHESIZING  
- SUBJECTIVE  
- LOOKS AT WHOLE  
- TRANSFORMATIONAL  
- BREAKS THE RULES

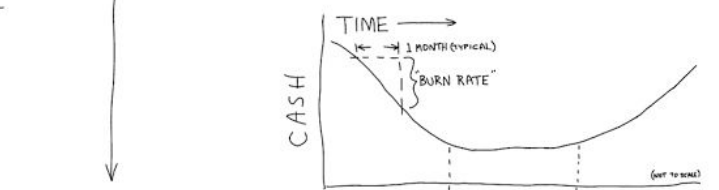
**LEFT BRAIN - ANALYTICAL**  
- LOGICAL  
- SEQUENTIAL  
- RATIONAL  
- OBJECTIVE  
- LOOKS AT PARTS  
- CONVENTIONAL  
- FOLLOWS THE RULES

**JUDGMENT**  
WAG TWAG SWAG SCIENCE

**SWOT ANALYSIS**  
INTERNAL: STRENGTHS, WEAKNESSES  
EXTERNAL: OPPORTUNITIES, THREATS

**INDIRECT** (ALTERNATIVES, SUBSTITUTES, REPLACEMENTS)  
**DIRECT**

**EARN a PROFIT SOLVING CUSTOMER PROBLEMS BETTER than the COMPETITION**



**GOALS** - SURVIVAL - STABLE - HEALTHY

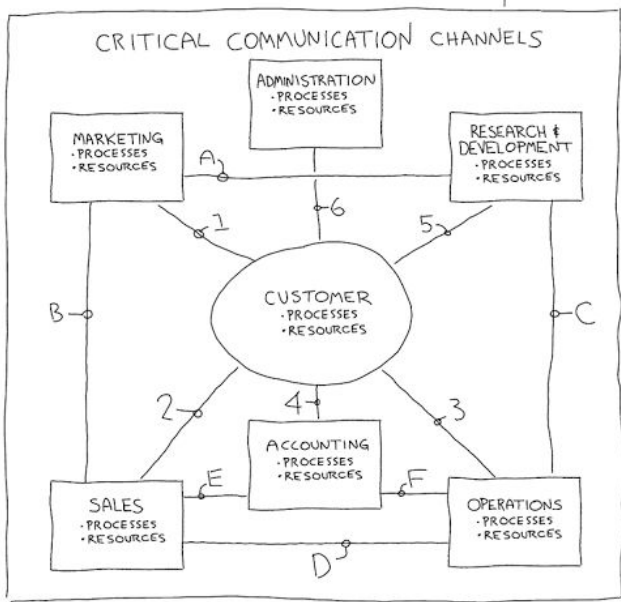
**OBJECTIVES** - FINANCIAL METRICS, MARKET SHARE, SCALE, SCOPE, LTV >> CAC

**STRATEGIES** - RIGHT THINGS TO DO

**TACTICS** - RIGHT WAYS TO DO THEM

**TASKS ASSIGNMENTS** - WHO DOES WHAT WHEN, WHERE, HOW

**Ps OF MARKETING**  
PRODUCT  
PLACE/POSITION  
PRICE  
PROMOTION



**INCOME STATEMENT**  
AVERAGE SELLING PRICE x NUMBER OF UNITS SOLD  
= REVENUE  
- COST OF GOODS SOLD  
= GROSS INCOME (MARGIN)  
- OPERATING EXPENSES  
= EARNINGS (EBITDA)  
- INTEREST, TAXES, DEPRECIATION, & AMORTIZATION  
= PROFIT

**CASH FLOW STATEMENT**  
→ CASH AT BEGINNING  
+ CASH IN  
- CASH OUT  
- CASH AT END

**BALANCE SHEET**  
ASSETS  
- LIABILITIES  
- NET WORTH

**TYPES OF FUNDING**  
DEBT  
EQUITY  
GRANTS  
GIFTS  
SALES

**USE OF FUNDS**  
CAPITAL EQUIPMENT  
SOLUTION DEVELOPMENT  
INITIAL OPERATING EXPENSES  
TEST MARKETING  
BUFFER ... et al!

**SOURCES OF FUNDING**  
FOUNDERS  
FAMILY & FRIENDS  
FANATICS  
ANGELS  
VENTURE CAPITALISTS  
CORPORATIONS  
CUSTOMERS  
COLLABORATORS  
BANKS

**CUSTOMER**  
INSPECTOR  
SPECIFIER  
EXPEDITOR  
et al

**PROBLEMS**  
CRUCIAL QUESTIONS (CQs)  
WHO? WHAT? WHERE?  
WHEN? WHY? HOW?

**OPPORTUNITY**  
PAIN-PLEASURE SPECTRUM  
NEEDS-WANTS-DESIRES

**OPPORTUNITY RADAR CHART**

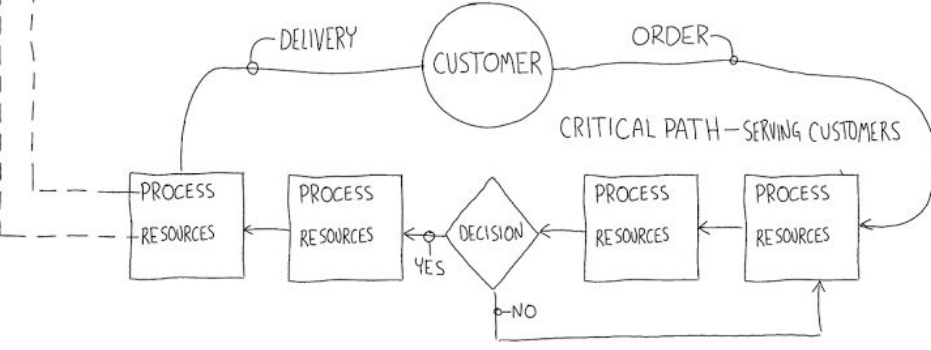
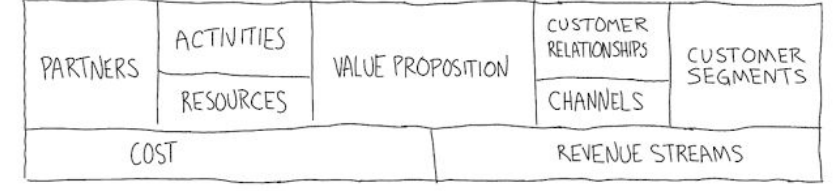
**VALUE-MARKET FOCUS**

BENEFITS	1	2
PRICE	3	4
	NICHE	BROAD

**TRANSFORMATION**  
PROCESSES  
• MARKETING  
• SALES  
• OPERATIONS  
• R & D  
• FINANCIAL  
• ADMINISTRATION

**RESOURCES**  
• PEOPLE  
• PLACES  
• THINGS  
• TIME  
• MONEY

{ HIERARCHICAL INPUT-TRANSFORMATION-OUTPUT }



SUCCESSFUL ENTREPRENEURS HAVE SPLUCK → SKILLS, PASSION, LUCK!